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September 17, 1971

Honorable Joseph L. Alioto  
Mayor  
City and County of San Francisco  
City Hall - Civic Center  
San Francisco, California 94102

*Annual report*

Dear Mayor Alioto:

The 1970-71 Activities Report and other data that you have requested are attached. I hope that these reports will give you a picture of the increased effectiveness of the Library as an educational and cultural force in San Francisco. Please let me know if I can furnish any other information for you.

Sincerely,

*John F. Anderson*  
JOHN F. ANDERSON  
City Librarian

JFA:jem  
Attachments

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## ANNUAL REPORT TO THE MAYOR

1970 - 1971

If there were a theme for the accomplishments of the 1970-71 fiscal year, it would probably be "outreach". While the Library daily reaches new users through its multifaceted program, this year additional methods and programs were initiated. The most notable of these efforts follow.

### THE POPULAR LIBRARY

Established in January 1971, this collection of about 5000 paperbacks and recently published books of popular appeal was an instant success. The arrangement of the Main Library into subject departments did not provide users a place to browse among books of all subject interests. A location was found in the corner of the General Reference room and the use of this collection now accounts for 19% of the book circulation from the Main Library.



## THE WHOLE WORLD...

is the name of a \$26,000 multi-media van that was donated by the Friends and introduced to the public during National Library Week in April. It is bright and attractive, stocked with paperback books and multi media components designed to attract new users. The vehicle visits fairs, senior citizen centers, playgrounds, shopping centers and branch libraries -- anywhere that the Library should be promoting its value. Its use is still experimental and informal. We will have more opportunity to explore its potential in 1971-72.

## SOUTH OF MARKET PROJECT

A small grant of federal funds from the State Library has enabled us to bring more relevant library service to the South of Market and Central City areas. There is a special emphasis upon service to senior citizens who are concentrated in these areas. The Library's bookmobile makes frequent stops in these areas supplemented by deposit collections and special film programs for the elderly which are held in senior citizen residential hotels and housing projects.

## BAY AREA REFERENCE CENTER

The Bay Area Reference Center (BARC) began expansion of its program which in 1971-72 will serve the high level reference needs of eight public library systems in Northern California reaching over 4.5 million people. BARC began in 1967-68 as a joint pilot federal project in cooperation with the North Bay Cooperative Library System. It has completed four years of successful service demonstrating the wisdom of developing and sharing library resources on a regional basis. Its expansion and



continued federal financing will further test the capabilities of libraries to work together for improved service in meeting the reference and information needs of Northern California. Last year BARC's publication, Synergy, achieved national recognition. BARC's network of electronic communication is now the most extensive of any reference network in the nation. The potential for the future is exciting.

#### LIBRARY PROGRAMS

Aided by a recently acquired collection of new and exciting films, our branch libraries have increased their special programs on a wide variety of topics. A year ago the Office of Adult Services owned only one film named Library, financed and donated by the Friends. The Office now has a collection of 110 films, including seven on long-term loan from Standard Oil. The 116 branch library and 190 South of Market senior citizen film programs reached 4,603 people. In addition there were 292 film programs attended by 8,346 children.

Films were not the whole story although their use helped to bridge a generation gap by appealing to the 18-25 age group. Another 107 programs were given which attracted an audience of 6181 adults. Many of the programs were on subjects of current social concern -- drugs, pollution, alternative life styles, war and peace.

#### COMMUNITY CONSULTANT

The Community Consultant is both a title and a person who helps open new channels of communication between the Library and the neighborhoods. With his help joint projects were undertaken by our libraries in cooperation with various outside organizations. He also stimulates our librarians to become more flexible in meeting the needs of their particular neighborhoods.



#### OTHER ITEMS OF NOTE...

in the 1970-71 fiscal year - a time when both circulation of materials and library card holders increased - are capsuled below:

#### ARTHUR D. LITTLE STUDY

This \$115,000 study, financed with an advance from the Department of Housing and Urban Development, was designed to investigate the potential needs of a new Main Library and provide planning documents for use in the construction of such a building. Much information was gained from the most extensive market research ever conducted for a public library. The Urban Central Library was the name of the report published in December, backed by two substantial technical documents. The evidence was once again clear - San Francisco must have a new Main Library building at least twice its present size. This is needed to maintain the present program, let alone help the Library fulfill its role as a regional reference center and inaugurate programs common in most sister cities. The proper location for the building is judged to be Marshall Square and the cost will be at least \$26 million or more, dependent upon development alternatives.

#### ABOUT THE COMMISSION AND STAFF

Library Commissioners Elsie Lisle and William Malone were reappointed to new four year terms by the Mayor. Commission Edward F. Callanan was elected President, William Malone, First Vice President, and Marjorie Stern, Second Vice President.

Robert Figone, Secretary to the Library Commission, resigned in August <sup>1970</sup> to return to the Unified School District as Student Hearing and Placement Officer. He was succeeded by George Cerasi, a well-known business man in North Beach.







In June, <sup>1971</sup> Harold D. Martelle, Jr., Assistant City Librarian, announced his resignation to become the City-County Librarian of Sacramento and Mrs. Mary Moses, Chief of Branches, announced her retirement after 40 years with the Library.

Each year a number of our staff carry important assignments in professional associations. Some are called upon to provide consultant services. It is a compliment to our staff but it also represents a responsibility to the profession. This involvement pays dividends to San Francisco as new ideas and insights are gained for a library program that must change to meet the needs of a dynamic city. While a list of offices would be too long, it should be noted that the President of the Public Library Association for 1971-72 is Miss Effie Lee Morris, Coordinator of Children's Services.

#### FRIENDS

Each year the Friends are recognized as an important force in our Library's development. Over a thousand concerned citizens help the library by supporting a number of activities --

- ... Promotion of National Library Week with its programs, publicity, and an ever-expanding book sale.
- ... Financing of a number of branch library programs.
- ... Operation of an information desk at the Main Library staffed by volunteers.
- ... Sponsorship of a year-long poetry workshop for junior and senior high school students in cooperation with the Poetry Center of San Francisco State College.



... Completion of the Martin Luther King Bibliography project.

... Presentation of the magnificent gift of a \$26,000 mediamobile, "The Whole World".

These are but a few things that say the Friends are busy and interested in the success of SFPL. Their leadership by Henry Bowles as President was outstanding. We count on his successor Ted Seton to provide similar leadership.

#### CHILDREN

Much of the annual report refers to all age groups, but it seems appropriate to recognize some of our specialized services for children. There were 292 story hours, 130 reading aloud groups, and 3318 children enrolled in summer reading programs. Another 73 talks were given to groups and 1437 visits were made by librarians to classes (with an attendance of over 40,000). There were 507 visits by classes to the libraries. Statistics are less important than the fact that individual children are being given a chance to participate in a number of imaginative types of programming.

#### YET TO COME

One program in the formation stage is that of the Publications Fund which will allow the library to publish items of particular value to the profession or of San Francisco historical interest.

Background work has also been completed on a program to be initiated in the fall through which talking books will be available to blind and physically handicapped senior citizens.



## AND CONCLUDING

This report has emphasized some of the ways that the Library is reaching out to the citizens. An alert and talented staff is constantly looking for ways to improve library service. They become discouraged when the Library must reduce its book purchases and operate with inadequate equipment because the budget has not kept pace with inflation. Library use is increasing. San Francisco has the fewest library staff per capita of any comparable city in the nation. After four austerity budgets, primary attention must be given to the budget needs of the Library if it is not to regress.



## A P P E N D I C E S

The following materials are presented as requested in the Mayor's letter of September 1, 1971.

|              |   |
|--------------|---|
| Appendix I   | Comparison of expenditures<br>with Original Budget. |
| Appendix II  | Comparison of Revenues with<br>Original Estimates.  |
| Appendix III | Statistics on Work Accomplished.                    |
| Appendix IV  | Capital Programs.                                   |





# APPENDIX I

## COMPARISON OF 1970-71 APPROPRIATIONS WITH EXPENDITURES FOR ALL ITEMS OTHER THAN PERSONAL SERVICES

|                             | APPROPRIATED<br>TRANSFER<br><u>1970-71</u> | <u>EXPENDED</u>             | <u>BALANCE</u>              |
|-----------------------------|--|-----------------------------|-----------------------------|
| Contractual Services        | \$ 114,720                                 | \$ 111,590                  | \$ 3,130                    |
| Maint. & Repair Auto Equip. | 3,800                                      | 4,045                       | -245                        |
| Heat, Light & Power         | 55,350                                     | 55,159                      | 191                         |
| Telephone & Telegraph       | 16,360                                     | 16,698                      | -338                        |
| Scavenger Services          | 2,700                                      | 3,295                       | -595                        |
| Bookbinding                 | 55,000                                     | 54,999                      | 1                           |
| Subscriptions               | 71,700                                     | 71,437                      | 263                         |
| Material and Supplies       | 65,022                                     | 63,560                      | 1,462                       |
| Equipment                   | 3,985                                      | 3,875                       | 110                         |
| Library Books               | 725,000                                    | 725,747                     | -747                        |
| Fixed Charges               | 42,826                                     | 42,833                      | -7                          |
| Compensation Insurance      | 8,000                                      | 2,594                       | 5,406                       |
| Fidelity Insurance          | 71   | 71                          |                             |
| Automobile Insurance        | 1,000                                      | 774                         | 226                         |
| Retirement                  | 290,010                                    | 242,274                     | 47,736                      |
| Social Security Tax         | 113,959                                    | 79,052                      | 34,907                      |
| Health Service              | 22,336                                     | 20,586                      | 1,750                       |
| Services of Other Depts.    | <u>58,739</u>                              | <u>56,679</u>               | <u>2,060</u>                |
| TOTAL                       | \$1,650,578                                | \$1,555,268                 | \$95,310                    |
|                             | <u>                    </u>                | <u>                    </u> | <u>                    </u> |

### BUDGET TRANSFERRED TO DEPARTMENT OF PUBLIC WORKS

|                              |               |               |            |
|------------------------------|---------------|---------------|------------|
| Maint. & Repair of Building  | \$ 45,000     | \$ 45,000     | \$         |
| Replacement & Reconstruction | <u>20,170</u> | <u>19,468</u> | <u>702</u> |
| TOTAL                        | \$ 65,170     | \$ 64,468     | \$ 702     |



## APPENDIX II

### COMPARISON OF REVENUES WITH REVENUES ESTIMATED IN BUDGET OF 1970-1971

|   | ESTIMATED<br>REVENUE<br><u>1970-1971</u> | ACTUAL<br>REVENUE<br><u>1970-71</u> |
|---|--|-------------------------------------|
| Lost Books Paid                                   | \$ 11,500                                | \$ 10,859                           |
| Fines   | 95,000                                   | 91,372                              |
| Reserve Postals Sold                              | 3,600                                    | 3,480                               |
| Miscellaneous                                     | <u>8,000</u>                             | <u>8,443</u>                        |
| SUB-TOTAL   | \$118,100                                | \$114,154                           |
| <br>Rent, Library Annex,<br>251 McAllister Street | <br><u>10,000</u>                        | <br><u>6,000</u>                    |
| TOTAL REVENUES                                    | \$128,100                                | \$120,154                           |



APPENDIX III

Volumes Held

June 30, 1971

1,355,966

June 30, 1970

1,312,849

June 30, 1969

1,261,672

Volumes Added

104,256

103,101

100,916

Volumes Withdrawn

61,139

51,924

40,393

Circulation

3,233,782

3,130,455

3,274,598



## APPENDIX IV

### CAPITAL PROGRAMS

1970-1971

MAJOR CAPITAL PROGRAMS: Although the Library Department requested \$155,100 to renovate the Library Annex second floor, reconstruct the freight elevator, replace the glass flooring in the stack area, air condition the Periodicals Department in the Main Library, and modernize eight branches, capital improvement funds were deleted in fiscal year 1970-71.

MINOR CAPITAL PROGRAMS: Minor improvements presently being performed by the Department of Public Works consist of installation of electrical outlets in each of seven floor stack areas, miscellaneous offices, departments, main corridors and grand tier of the Main Library. The \$4,900 allocation for this project was appropriated in prior years.

OTHER CAPITAL PROGRAMS: The maintenance and repair of building work programs consisted of maintenance of two passenger elevators and a freight elevator in the Main Library, and urgent and routine maintenance and repair for the Main Library and twenty-seven branch buildings. The Library requested \$48,000 for this program and \$45,000 was budgeted.

Other capital programs were replacing floor and stairways at the Golden Gate Valley and Mission branch libraries, painting exterior woodwork and metal work at Anza, Eureka Valley, Merced, Park and Sunset branch libraries. The roof gutters were replaced at Potrero Branch. Interior and exterior painting was performed at the Main Library, Eureka Valley, Golden Gate Valley, Marina, Mission, Noe Valley, North Beach and Park branches.

In addition, stairs, charging desks, windows and sidewalks were repaired, electrical works performed, plumbing work done, doors changed and weeds removed from various branch libraries, the Library Annex, and the Main Library. The sum of \$20,170 was allotted for these miscellaneous projects.





**ANNUAL REPORT.**  
**SAN FRANCISCO**  
**PUBLIC**  
**LIBRARY**  
**1971 - 1972**

DOCUMENTS

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SAN FRANCISCO  
PUBLIC LIBRARY



## ANNUAL REPORT TO THE MAYOR

1971 - 1972

The year 1971-72 was a year of victories and problems as the Library fought to maintain its level and quality of service and at the same time reach out to special groups needing library service. There were some dramatic moments.

Good Friday started with predawn arson at the Ortega Branch. While the fire was quickly and efficiently extinguished by SFFD, the resulting damage to the building and contents exceeded \$81,000. It was predicted that the branch would be out of service for about nine months. The neighborhood volunteered to clean books and donate funds for rehabilitation. A supportive organization, the Citizens Coalition for an Effective Ortega Branch, was formed.

Keep Libraries Alive was a name, a slogan, and an independent organization which caught the attention of many citizens who became concerned about the financial health of this library system. It was started when the Library Commission reluctantly announced the temporary closing of Golden Gate, Ocean View, and Portola branches due to loss of professional staff caused by a freeze on employment. These closings were averted by the assignment of Emergency Employment Act personnel to fill the vacancies, but an aroused citizenry continued to express concern about the Library's fiscal problems.

### THERE WERE SOME BRIGHT SPOTS

The Library continued to circulate more library materials than the previous year - 2.4% rise in 1971-72. This is contrary to the trend for large



urban centers and we had the added handicap of a burned-out branch. Statistics from a recent national survey that included our Library confirmed earlier ones produced by the Arthur D. Little team. An average of over 3500 people use the Main Library daily and approximately 7,000 people visit our branch libraries each day. Main Library circulation increased 7.7% with just short of one million books loaned. This makes it one of the busiest Main Libraries in the nation.

Synergy, the internationally famous reference periodical published by the Bay Area Reference Center (BARC) was again awarded the H. W. Wilson Library Periodicals Award. This was its second such award in its four and one half year history and the citation is significant:

"Alive, freewheeling in content, innovative in format, attuned to contemporary social problems, patron-oriented, in focusing its reference aids and bibliographic backup on service to individuals rather than the abstractions of professionalism, Synergy sustains its promise, remains experimental, and serves as ombudsman of library literature."

The Emergency Employment Act proved to be a life saver, adding 39 positions to the Library, all of them in critical areas of need. Seven librarians were hired by EEA to offset the employment freeze and to keep the branch libraries open without cutting down on services. The program provides training opportunities for library technicians, many from minority populations. It is this category of Library Technical Assistant which the Library needs most desperately.





The public library reaches people in groups as well as individually.

There was a dramatic increase in programs enriching and enlightening thousands of citizens.

The Adult Services Office reported 427 programs reaching 18,497 persons - an increase of 71.5%. The programs represented film showings to 12,348 persons, lectures to 2,234, concerts to 1,930, dramatic readings, poetry readings, record listening concerts, book reviews and a variety of other events.

Over 7,000 children attended pre-school story hours and another 7,072 came in classes to branch libraries. Children's librarians visited 1,097 classes reaching 30,435 children. More story hours attracted 2,175; reading aloud 1,268 children; and film programs drew 13,049. The Annual Summer Reading Program enrolled 2,367 children.

#### REACHING OUT

One of our biggest tasks is to reach out to citizens who have been unable to effectively use library resources. All totaled, the Library is reaching more people in more ways than ever before in its history. We are convinced that this outreach represents an increase in quality as well as quantity. Here are some examples for this past year.

A federal grant of \$20,000 enabled us to continue to work with senior citizens in the South of Market and Tenderloin districts. Books, films, and programs are brought to older persons in Senior Centers, housing projects, and residential hotels. Over 5000 viewed films in 255 programs. Deposit





collections are maintained in eleven major housing units and supplemented by regularly scheduled visits from the Bookmobile and Whole World (our media equipped mobile unit).

Prisoners in the San Francisco jails began to get library service through deposits and loan of well chosen library materials. A close working relationship has been established with personnel from the Sheriff's Department and legal materials are being placed in the jails in accordance with recent rulings regarding the availability of such material. There has been nation-wide concern about library service to prisoners. This Library has not only responded with its resources but has guided and co-ordinated volunteer groups working with this program.

The older blind began to receive talking book service through a new arrangement with the State Library. It is hoped this valuable service will soon be expanded to reach the blind and physically handicapped in younger age brackets.

The Whole World completed its first year of operation by visiting over 300 places in San Francisco, encouraging non-users to visit their community libraries. This bright "wired" vehicle was a special gift of the Friends of the San Francisco Public Library. The staff is continuing to find innovative ways to bring a variety of library media to the neighborhoods.

Early Childhood Education is of national concern. SFPL was fortunate in obtaining a \$45,000 federal grant to begin a demonstration project involving library materials and programs for pre-scholars with the project concentrating on three housing center areas serving Blacks, Orientals, and



The Spanish-speaking. The Library will serve as a logical catalyst for stimulating awareness in language development which leads to reading readiness for children as well as providing them with an enriched background. This one year demonstration will begin in the fall of 1972.

#### THE COMMISSION AND ITS STAFF

The Library Commission re-elected Edward F. Callanan, Jr., as President; Marjorie Stern as First Vice President; and Madlyn Day as Second Vice President.

Some key personnel changes came this year, starting with the retirement of the Chief of Branches in July and the departure of the Assistant City Librarian on August 1. Some long-time staff members retired - James Cleghorn, Principal Librarian in the Art and Music Department; Cecile Perry Moore, Head of the Registration Department; Louise O'Brien, Head of the Bindery; and Stuart Boland, Ortega Branch librarian. By year-end the search for a new Assistant City Librarian was nearly over, and Mrs. Marian O'Donnell was filling the post of Chief of the Main Library as Mrs. Karen Scannell was transferred from her position as Chief of the Main Library to the vacant Chief of Branches position.

Two of our staff members held prestigious professional offices. Miss Effie Lee Morris, Co-ordinator of Children's Services, was President of the Public Library Association, and Mr. Gilbert McNamee, Assistant Project Director of BARC, became the first President of the newly organized California Society of Librarians. A number of other staff members were also active in professional and community affairs.



## OUR FRIENDS

The Friends continue to offer vigorous support to library activities and to carry on a rich program in the community. Some significant items last year were:

- Funding of 52 programs for adults and children.
- Sponsoring eight creative writing workshops for high school students.
- Sponsoring Reading is FUNDamental, a program distributing free paperback books to children in target neighborhoods in San Francisco.
- Contributing to scholarships for higher education for library staff.
- Conducting its annual book sale, which netted nearly \$18,000 for various projects.
- Sponsoring a tutoring program at Banneker Homes.
- Sponsoring various events to celebrate National Library Week.
- Operating an information desk in the lobby of the Main Library.

The Friends grew in membership this past year, and they are carrying on an ever broadening scope of activities of benefit to the community.





## MANPOWER DEVELOPMENT

We added two new work programs for Manpower development and continued to operate two others. The Neighborhood Youth Corps placed 93 high school youth in our library and the State placed 10 community service trainees with us. The Emergency Employment Act was noted earlier. Ten employees were provided through the Veterans Educational Incentive program. All of these programs aid the Library but they also take time and skilled counseling to make them successful. We are proud of our record as many of our permanent employees have emerged from these programs.

## THE LIBRARY AS A REGIONAL RESOURCE

We have often referred to the Bay Area Reference Center (BARC) as an outstanding example of how San Francisco serves as a Library resource center. BARC has completed five years of service in answering high level reference questions for Northern California. Over one and a quarter million dollars of federal funds have been spent to operate this innovative and modern reference backup service. BARC has won two national awards for its publication Synergy. Its workshop program helps sharpen our librarians' skills and increase their public service effectiveness.

This past year federal law required that the State Librarian designate regional library resource centers. San Francisco and Los Angeles were named and funded for 1972-73. This federal funding will allow BARC to continue to operate. New legislation was in progress in 1971-72 which would increase state and federal support of libraries, particularly those serving as resource centers in networks. It is extremely important to San Francisco





that it strengthen its Library to be fully eligible for these grants which will become increasingly larger.

An additional regional outreach was the signing of a contract with the Peninsula Library System Association (most of San Mateo County) to add their periodical holdings to our computer produced periodicals catalog. This catalog is thus developing into a regional bibliographic tool.

#### FOR THE RECORD

- On January 1, 1972 we increased our non-resident fee from \$5.00 to \$7.50 to be consistent with the per capita cost of the Library.
- We adjusted the hours of two branches, Bernal and Glen Park, for more convenient public service.
- We discontinued teacher loan cards January 1, 1972, in order to make available in the branch libraries more material for children.
- We expanded our Popular Library to the first floor of the Main Library.
- With the emergence of the Librarians' Guild, the Staff Association ceased operation as an employee group.
- Flooding, unhealthy conditions, and overcrowding in the Library's Technical Services Department caused the Library Commission to request a supplemental appropriation to move



to larger rental quarters. This request was not granted nor was the move funded in the 1972-73 budget.

- The Business Branch came under close scrutiny by the Board of Supervisors but in two reports to the Board it was pointed out that not only is this facility heavily used by the business and professional community, but it also is a tangible asset for the City government in the downtown area.

### TRENDS

It is easy to get caught up in recording details and not recognize the trends of the total library program. In most cases these are national priorities and problems with urban public libraries. Just briefly, a look at the past several years would reveal these items:

- We have moved from almost complete dependence upon the book as our resource to the use of a wide variety of informational and cultural media. The public has responded enthusiastically to the new media and want more. Even with books, we have moved dramatically into use of paperbacks because the public is enthusiastic about them and they help to keep costs down.
- As a regional resource center we now have attracted outside funds to help us strengthen and extend our resources and programs. Tying in with regional networks is most promising for this Library.



- We have become more flexible in neighborhood service as we attempt to meet changing needs.
- There has been a dramatic expansion in library programs, particularly for adults. These programs have been informative and enriching and have more closely identified the Library with community needs.
- We have taken beginning steps in trying to effectively reach non-users and the institutionalized. This is reflected in services provided by the mediamobile (The Whole World), the senior citizen work under the title of South of Market Project, service to the jails, talking books to the elderly, and the Early Childhood Education Project, which will start soon.
- We have been under almost constant pressure to maintain our basic program and resources. Our low priority budget status has made innovation difficult, it has strained inadequate resources used by an increasing number of citizens, and it has almost halted development of a library system far short of national standards for this sized city.
- Quietly, steadily, and conscientiously over the past eight years, we have developed one of the best on-the-job training programs in the City. We receive requests from outside agencies to provide training slots for their people, many of whom are minorities. This Library is committed to having



a racially balanced staff. We have developed a career ladder in library work so that it has become possible for a person in high school starting in a poverty program such as the Neighborhood Youth Corps to become a Library Technical Assistant in a co-operative program with City College and and then receive scholarship help to obtain a Bachelor's degree and a Master's degree in Library Science. Several staff members have recently completed this cycle and will hopefully inspire other staff members to do likewise.

#### WHERE WE ARE HEADED

The San Francisco Public Library has an adopted and published set of goals but most of these require expenditure of funds. While we are altering priorities to meet changing needs, we will need flexibility in budgeting procedures plus a higher priority of financing in order to make progress in the years ahead. Listed below are some projects on the threshold that are important to San Franciscans.

- The modern public library must have a mixture of media. A latecomer to audio-visual purchasing, we are beginning to make progress. While the book will remain primary, information now comes in a variety of forms, attractively packaged for the beginning as well as the sophisticated library user. We are looking for ways to house and use all types of media together.







- Cable television and video cassettes can substantially change our learning habits. Librarians are beginning to recognize this potential and SFPL will be exploring alternatives for the most profitable use of this medium. We already own some video tape equipment purchased with BARC funds and we are experimenting in the production of educational tapes. A task force is studying development directions and sources for funding.
- This Library is still the frontrunner in the complex task of computerized control of its periodicals yet no funding has been available for electronic data processing to make ordering, cataloging, and circulating of materials more efficient.
- We have begun to reach out to citizens who need library service - senior citizens, prisoners, the older blind and the physically handicapped. We have yet to significantly reach the shut-in population of San Francisco, those in hospitals, in rehabilitation centers or in special institutions. To do this will take staff to train and supervise volunteers to carry on such a service.
- Much will depend upon fundamental recognition by the citizenry that a new and larger Main Library building is the key to improved and modern library service. Every corridor and street has been put to use in the bulging Main Library which despite its handicaps is increasingly used.



- Resource centers will provide the backbone for regional and national networks for information. To continue as a resource center, we need to strengthen our collections, our services, our staff, and our physical facilities. It is imperative that we be strong enough to attract grants and outside funds to accelerate our development. This effort will in turn provide an increase in the quality of library service for San Franciscans.

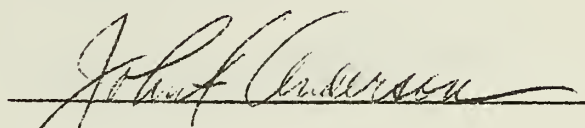
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Each year at budget time we bring out figures to show how few staff members we have to run an extensive library operation; how we have operated with worn-out and archaic equipment with minimal funds for replacement; and how far behind we are from meeting minimum levels of collection development for all kinds of media. It is a fact that San Francisco's declining population is using this Library more and more. Library services appear to be increasingly important to San Franciscans. While we are grateful for this confidence, we hope that help is on the way. Exciting things are happening in the fields of knowledge and cultural activities and San Francisco Public Library needs to reflect them.

This year we need to end the report with thanks -- to the Mayor who recognized some urgent budget needs; to the Board of Supervisors who did not cut a penny from a slim budget increase but added money to meet the inflationary costs of library books and materials; to the citizens, whether they were in



Keep Libraries Alive, or Friends of the San Francisco Public Library, or the Citizens Coalition for an Effective Ortega Branch, or concerned individuals; to a Commission and staff who continue to devote energy and talent to the development of this Library.



---

JOHN F. ANDERSON  
City Librarian

September 11, 1972



## A P P E N D I C E S

The following materials are presented as requested in the Mayor's letter of August 25, 1972.

|              |  |
|--------------|--|
| Appendix I   | Comparison of expenditures with Original Budget. |
| Appendix II  | Comparison of Revenues with Original Estimates.  |
| Appendix III | Statistics on Work Accomplished.                 |
| Appendix IV  | Capital Programs.                                |





# APPENDIX I

## COMPARISON OF 1971-72 APPROPRIATIONS WITH EXPENDITURES FOR ALL ITEMS OTHER THAN PERSONAL SERVICES

|                             | APPROPRIATED<br>TRANSFER<br>1971-72 | EXPENDED     | BALANCE   |
|-----------------------------|-------------------------------------|--------------|-----------|
| Contractual Services        | \$ 151,115                          | \$ 149,722   | \$ 1,393  |
| Maint. & Repair Auto Equip. | 3,300                               | 3,241        | 59        |
| Bookbinding                 | 55,000                              | 54,983       | 17        |
| Subscriptions               | 125,968                             | 125,900      | 68        |
| Material and Supplies       | 64,291                              | 63,742       | 549       |
| * Equipment                 |                                     |              |           |
| Library Books               | 675,000                             | 674,771      | 229       |
| Fixed Charges               | 45,209                              | 45,067       | 142       |
| Compensation Insurance      | 4,500                               | 4,102        | 398       |
| Fidelity Insurance          | 71                                  | 71           | 0         |
| Retirement                  | 297,066                             | 254,848      | 42,218    |
| Social Security Tax         | 105,563                             | 81,661       | 23,902    |
| Health Service              | 22,200                              | 21,584       | 616       |
| Service of Other Depts.     | 61,096                              | 57,834       | 3,262     |
| Heat, Light & Power         | 60,535                              | 55,303       | 5,232     |
| TOTAL                       | \$ 1,670,914                        | \$ 1,592,829 | \$ 78,085 |

\* \$776, was transferred out by the City Controller due to deficiency in revenue.

The following funds were appropriated by supplemental budget to repair and purchase supplies and equipment for the Ortega Branch, which was damaged by a fire on March 31, 1972.

|  |           |           |           |
|--|-----------|-----------|-----------|
| Contractual Services                     | \$ 5,923  |           | \$ 5,923  |
| Material and Supplies                    | 150       |           | 150       |
| Equipment                                | 1,526     |           | 1,526     |
| Books                                    | 3,000     |           | 3,000     |
| Reconstruction, Dept. of<br>Public Works | 40,286    | 40,286    |           |
| TOTAL                                    | \$ 50,885 | \$ 40,286 | \$ 10,599 |

### BUDGET TRANSFERRED TO DEPARTMENT OF PUBLIC WORKS

|                              |           |           |          |
|------------------------------|-----------|-----------|----------|
| Maint. & Repair of Building  | \$ 58,920 | \$ 51,413 | \$ 7,507 |
| Replacement & Reconstruction | 10,050    | 9,841     | 209      |
| TOTAL                        | 68,970    | 61,254    | 7,716    |



# APPENDIX II

## COMPARISON OF REVENUES WITH REVENUES ESTIMATED IN BUDGET OF

1971-72

|                                       | ESTIMATED<br>REVENUE<br><u>1971-72</u> | ACTUAL<br>REVENUE<br><u>1971-72</u> |
|---------------------------------------|--|-------------------------------------|
| Lost Books Paid                       | \$ 13,000                              | \$ 10,651                           |
| Fines                                 | 85,500                                 | 80,429                              |
| Reserve Postals Sold                  | 3,500                                  | 3,471                               |
| Miscellaneous                         | 8,000                                  | 11,740                              |
| Rent, Library Annex<br>45 Hyde Street | <u>10,000</u>                          | <u>10,000</u>                       |
| TOTAL REVENUES                        | \$ 120,000                             | \$ 116,291                          |



APPENDIX III

| <u>Volumes Held</u>      |                      |                      |
|--------------------------|----------------------|----------------------|
| <u>June 30, 1970</u>     | <u>June 30, 1971</u> | <u>June 30, 1972</u> |
| 1,312,849                | 1,355,966            | 1,397,763            |
| <u>Volumes Added</u>     |                      |                      |
| 103,101                  | 104,256              | 103,647              |
| <u>Volumes Withdrawn</u> |                      |                      |
| 51,924                   | 61,139               | 61,850               |
| <u>Circulation</u>       |                      |                      |
| 3,130,455                | 3,230,855            | 3,313,546            |



## APPENDIX IV

### CAPITAL PROGRAMS

1971-72

MAJOR CAPITAL PROGRAMS: Although the Library Department requested \$43,500 to replace lighting in the reading rooms of the following branches, Bernal, Potrero and Anza. Capital improvement funds were deleted in fiscal year 1971-1972.

MINOR CAPITAL PROGRAMS: Minor capital improvements which were performed by the Department of Public Works are as follows:

Waden Branch, \$4,500. Provide sewage injector for building system in rest-rooms due to insufficient fall between building and street sewer lines.

Excelsior Branch, \$2,500. Provide Mechanical ventilation for meeting room. Room had no ventilation system.

Main Library, \$2,200. Provide an inching button on freight elevator. It was impossible to keep existing elevator level with floors. Job cost \$2,841.

OTHER CAPITAL PROGRAMS, \$58,920: The maintenance and repair of building work programs consisted of maintenance of two passenger elevators and a freight elevator in the Main Library, an urgent and routine maintenance and repair for the Main Library, and twenty-seven branch buildings.









# ANNUAL REPORT



SAN  
FRANCISCO  
PUBLIC  
LIBRARY

## 1972·1973

DOCUMENTS

SEP 1 1973

SAN FRANCISCO  
PUBLIC LIBRARY



## ANNUAL REPORT TO THE MAYOR

1972 - 1973

A large urban public library is a complex matrix of service and operational programs. An effective public library in such a setting must constantly seek new ways to reach the citizens with an educational/cultural impact that will affect their lives. This report will focus on some of the activities which occurred in 1972-73. It seems appropriate to list these items alphabetically.

### AFFIRMATIVE ACTION...

Played a significant part in discussions and actions of the library commission and staff in 1972-73. In response to a request by the Committee of Black Librarians, the Library Commission established a Special Committee on Affirmative Action which first met on March 15. It subsequently adopted the City's affirmative action policy statement and began to work on goals and program statements for recruitment, civil service rules, and internal matters of discrimination.

Charges were made concerning the Library's affirmative action stance and institutional racism. It is admitted that our approximately 40% minority staff is a fair balance but that with only approximately 15% minorities in professional positions there is still work to be done. While organizational details were being worked out at year end, these accomplishments can be recorded:

- o Five thousand dollars in minority scholarship funds were obtained from the State Library (LSCA Title I)



to provide 5 work/study graduate stipends for library school students.

- o The Friends of the Library agreed to seek \$5000 in foundation funds to match the Library's minority work/study scholarships.
- o Three HEW Title IIB minority scholarships (\$3000 plus) were assigned by U. C. Berkeley Library School to candidates from our staff. This was the result of a direct application for funds made by the Library.
- o \$1500 in staff scholarship funds were allotted through matching grants by the Friends and staff. 75% of the scholarship money was awarded to minorities.
- o The Library Commission requested that the Civil Service Commission include two minority persons on each library oral board. The City Librarian promised to set aside \$1000 in personnel enrichment funds for 1973-74 for staff training to improve racial understanding.
- o Affirmative Action interviews were conducted at library conferences.

Affirmative action is never complete, but progress was made through





the participation of the Commission, staff and community.

#### BUDGET...

General Revenue Sharing took the spotlight in fiscal affairs. The Library requested \$1,017,682 for a variety of projects, mostly involving capital improvements. Final first level budget allocations totaling \$273,039 were allocated for a new charging system, improved or new public toilets in branch libraries, rehabilitation of the Chinatown and Mission branches, relighting of the Anza, Potrero, and Bernal branches, and repainting of the Richmond branch. These improvements will be undertaken in 1973-74.

#### CABLE TV...

Became a citywide interest and the Library emerged in a leadership position representing the concerns of other city departments regarding franchise revision and the future use of the community, governmental, and educational access channels. A staff task force led by Roberto Esteves worked diligently on this project. Mr. Esteves represents the Library on the special Supervisor's task force and has also taken a leadership position in analyzing the role of cable in public libraries for the California and American Library Associations.

While cable is in its infancy, the potential for programs, reference services, and circulation of video cassettes is enormous. This Library has also begun experimentation with video taping programs and workshops through the Bay Area Reference Center.

#### DEDICATION OF ORTEGA BRANCH...

Came on April 7, a full year after the Good Friday morning arson



experience. The refurbished branch opened on February 26, but many persons from the community came to celebrate this happy event at the beginning of National Library Week. While the \$85,000 damage was regrettable it did serve as a catalyst for community support and the renewed quarters are now more attractive and versatile than they were before the fire. Public service hours were extended six hours per week.

#### EARLY CHILDHOOD EDUCATION PROJECT...

This \$45,000 federally funded demonstration project is the only library project in California designed to provide information for adults who work with children aged two to five. The project is staffed by two librarians who have assembled a demonstration collection of print and non-print materials, toys, games and puzzles for children as well as a collection of adult materials on child development. Three pilot projects in Black, Spanish-speaking, and Chinese housing projects train non-library using parents to introduce the use of books and educational materials to their children.

Dial-a-story has aroused national publicity and interest from other libraries, and an NBC telecast on the program has been filmed from Los Angeles. The three-minute cassette taped stories have had real impact on children. A telephone company survey recorded 10,397 busy signals in a twelve hour period for the two line system.

We are happy to report that this project has been funded for another year.

#### FRIENDS OF THE LIBRARY. . .

The Friends continue to provide support for public library service in the City. An outstanding new project this year is the publishing of FREE,



a tabloid news sheet promoting the Library's programs and services. It's published monthly in 10,000 copies and is financed by the Charles Merrill Trust.

The Friends have a variety of ongoing projects which include the promotion of National Library Week, operation of a highly successful used book sale, sponsorship of Reading is FUNDamental, operation of an information desk in the lobby of the Main Library, contribution to a staff scholarship program, and sponsorship of creative writing workshops.

While it is impossible to pick out any one activity of more importance than others, this report would again like to spotlight the fact that 77 public programs were funded by the Friends from special activity funds. In addition, they helped to fund the Young Filmmakers festival and inservice training programs for the staff.

#### GOALS...

For library service and performance must constantly be examined and revised. A special staff task force spent considerable time debating priorities for action and this library faces the many faceted demands of a changing urban scene.

#### HOURS OF SERVICE...

Came under special study in 1972-73. A budget request to open the Main Library four hours every Sunday was not funded. Two branch libraries (Glen Park and Ortega) had hours extended. At year end proposals for further extension in branch library hours were under study.



### INFORMATION DESK SURVEY...

By the Friends last August, indicated this service answers about 31 questions per hour with 64% of these requesting help in finding the proper subject departments or materials in the Main Library. A most valuable service performed by volunteers.

### JAIL LIBRARY SERVICE...

Library service to the County jail was firmly established with four collections, special request and reading guidance service, and film programs in each of the facilities. This service had the help of many people, but the library school students at Berkeley obtained special funds to help in building the collections. The aim is to give a full range of library service to all persons residing in institutions.

### KEEP LIBRARIES ALIVE...

This organization was formed as a result of a budget crisis during the previous budget year. During the past year, this citizens action group continued to give strong support to requests for library financing. The concept expanded so that a state-wide organization was formed with numerous local organizations--all concerned with the health and welfare of libraries on the local, state, and national level.

### LEGISLATION

The California Institute of Libraries worked hard last year to pass a bill that would substantially increase the funds provided to California Library Systems under the Public Library Services Act. It was vetoed by the Governor.

Mary Louise Stong, President of the Friends, and the City Librarian







were named co-chairpersons of the Government Relations Committees of the California Library Association and the California Institute of Libraries. Miss Stong organized a statewide Keep Libraries Alive Organization for citizen lobbying on library legislation. Considerable time was spent in working with the State Library on budget legislation resulting in a small increase in budget and a 25% increase in state library aid to systems. Although an appropriation to provide funds for a major study of public library systems failed to get through the legislature, the State Librarian assigned federal funds for such a study in 1973-74.

A lights out demonstration on May 8 with Supervisor Pelosi symbolically pulling the Main Library light switch, dramatized the need for continued federal funding of library services. The action received nationwide attention as SFPL joined with other libraries to ask the President and Congress to provide funds for important programs.

#### MANPOWER...

We continue to work with a variety of Manpower Development programs - Emergency Employment Act program, Neighborhood Youth Corps and WIN (Work Incentive Program). Three added programs are the Military Transitory Program (retraining for civilian positions); the Police Community Relations Alternative Assignment Project 20 (working off traffic fines) and the Community College Skill Center Program (on the job practice). All of these programs are socially motivated and fit the Library's goals for community service.

#### NATIONAL COMMISSION OF LIBRARIES AND INFORMATION SCIENCE...

Held its West Coast public hearings in San Francisco on November 29.



A special reception sponsored by the Library Commission and Friends was held for members of the commission. Several SFPL staff members, Friends, Commissioners, and library users gave written and oral testimony about the problems and future of libraries.

#### OLDER CITIZENS...

Continued to receive special library service through the third and final year of the South of Market project. This federal funded project provided special book collections, bookmobile stops and film programs in housing units and senior citizen centers.

#### PRINTING...

Following the death of the eminent printer Robert Grabhorn significant purchases were authorized to augment the Grabhorn Collection and related fine printing collections in the Special Collections Department. The Library Agreed to pay two thirds of the \$15,000 cost of these materials and the Friends provided one third.

Lawton Kennedy was accorded special recognition in exhibits and receptions for his outstanding contribution to the art of printing. This is but one example of a number of outstanding exhibits in the Main Library which included a series on fine printing and book design.

An outstanding series of programs funded by the Friends entitled "Bibliomania" gave booklovers in the Bay Area an opportunity to hear lectures by nine renowned printers and bookmen.

#### QUANTITY...

Is illustrated in a variety of statistical measurements but harder



to measure is QUALITY. Hopefully the library made progress in quality which some quantitative statistics can indicate.

- o Foreign language books in 22 languages were processed with the majority in Chinese and Spanish.
- o Talking books were distributed in a new program where the Library serves as a subregional distribution center of recorded readings for the blind.
- o Nearly 80,000 San Francisco children were involved in Children's programs such as story hours, media and special programs, library and class visits, the summer reading program and reading aloud. This represents a 27% increase over last year.
- o Nearly 25,000 adults attended 554 programs sponsored by the Library for an increase of 25%. To show the dramatic increase in adult programs, the increase from two years ago was 386% in number of programs and 326% in adults participating.
- o San Francisco Public Library for the first time now exceeds two books per capita for its total book collection. American Library Association standards indicate a minimum of 2-4 books per capita for good library service.
- o The Library's meeting rooms are being used increas-



ingly by community groups. Last year the Main Library's rooms were used by 45 Organizations.

#### READING FAIR...

The Library and the Friends were among sponsors of the Reading Fair held from February 14 - April 14 called "Unlocking the Mysteries of Reading". Both had booths at the fair and played an integral part in the planning process of the newly formed San Francisco Reading Coalition.

#### STAFF...

Two principal branch librarians retired, Stewart Boland (Ortega) and Barbara Throolin (Golden Gate Valley). We were shocked by the deaths of Mr. Boland in March and the accidental death of Mary McDonald, librarian at Marina Branch, in January.

After a year's vacancy, the position of Assistant City Librarian was filled in September by Mrs. Carol Moss, previously Assistant City Librarian of San Jose.

#### TECHNICAL SERVICES QUARTERS...

The saga of adequate work conditions for the Technical Services Division continued through the year without resolution. In September the Library Commission approved a supplemental appropriation request to move the operation to leased quarters. The Mayor's Office asked that the request be held. On March 21, a court hearing was held on a suit filed by Civil Service Association Local 400 concerning conditions at 45 Hyde Street Annex. Budget requests for new quarters were previously denied in the Revenue Sharing request and the regular 1973-74 request.





Judge Brown indicated he would issue an order to improve the ventilation system and alleviate the overcrowded conditions. The order was not written by the end of fiscal 1972-73, but a supplemental appropriation request was prepared for this work and approved at the July 17, 1973 Library Commission meeting.

Considerable progress has been made in correcting safety problems and housekeeping details in the Technical Services Division.

#### UNION PERIODICALS CATALOG...

The periodicals catalog produced by our computer system was expanded to include the holdings of the Peninsula Library System (San Mateo County). This system, added 754 unique titles to our 8926 titles plus adding their holdings of 1462 titles already in our catalog. This is a good example of the cooperative steps that can be taken to broaden the reference service capabilities of libraries in the Bay Area. Because our computer program was designed for expansion we were able to enlarge and increase the value of our catalog and also were able to provide a computerized periodicals program for another library system at less cost than under separate auspices.

#### VARIETY...

Our activities produced variety as noted below:

- o A group of children's librarians acting as puppeteers gave weekly performances for children in each of the branch libraries, Main Library, Bookmobile and even for children at San Francisco General Hospital. Called the Trip Trap Troupe, these librarians built a stage, wrote



scripts, and designed puppets - and again had financial help from the Friends.

- o] The Library's first new passenger vehicle in nine years (a station wagon) was obtained through state funds.
- o First experimental circulation of tape cassettes at SFPL was undertaken at Parkside branch.
- o The Foundation Center of New York established a regional depository of foundation reports at the Business Branch and the San Francisco Foundation provided funds to purchase necessary equipment.

At the risk of overemphasizing only one form of print, this report records that 34,361 paper back books were distributed to branch libraries and an estimated 9,000 more to the Main Library. Paperbacks are increasingly in use and in certain areas, particularly popular reading, they are the least expensive in cost.

- o The Library's telephone system was changed so that only the Main Library is a part of Centrix and the branches have individual business lines. The savings on the Library telephone bill amounted to about 10%.
- o The Bay Area Reference Center (BARC) will enter what may be its final year of operation under federal funding.



BARC in 1972-73 officially extended service to the North State, Mountain Valley, and 49-99 Library systems so that the center served every public library system in Northern California. BARC has received international attention for its program of reference service, publication of the award-winning periodical Synergy, and workshops for continuing education for librarians.

#### WESTERN ADDITION BRANCH...

Was closed for three weeks in April while a new floor was installed. There were other small projects, but it was again a year where austerity in improvements, furniture, and equipment was the rule.

#### CONCLUDING REMARKS...

In retrospect, the San Francisco Public Library in 1972-73 provided an expanded program of service while continuing to operate under budget constraints. It brought library service to those in jails and the physically handicapped. A new program concerning preschool children was started and Ortega Branch was brought into public service.

The Library operated under many handicaps. Budget trends continued in 1972-73 when funds were almost non-existent. Yet with these known deficiencies, the staff was able to provide a wider variety of services to San Francisco citizens. It is a tribute to their determination.

The City Librarian extends his thanks to the library staff, the Mayor, the Library Commission, and the Friends for their support.



## A P P E N D I C E S

The following materials are presented as requested in the Mayor's letter.

|              |  |
|--------------|--|
| Appendix I   | Comparison of expenditures with Original Budget. |
| Appendix II  | Comparison of Revenues with Original Estimates.  |
| Appendix III | Statistics on Work Accomplished.                 |
| Appendix IV  | Capital Programs.                                |





# APPENDIX I

## COMPARISON OF 1972-73 APPROPRIATIONS WITH EXPENDITURES FOR ALL ITEMS OTHER THAN PERSONAL SERVICES

|                             | APPROPRIATED<br>TRANSFER<br><u>1972-1973</u> | <u>EXPENDED</u>   | <u>BALANCE</u>   |
|-----------------------------|--|-------------------|------------------|
| Contractual Services        | \$155,302                                    | \$153,547         | \$1,755          |
| Maint. & Repair Auto Equip. | 3,700  | 3,700             |                  |
| Bookbinding                 | 55,000                                       | 55,000            |                  |
| Subscriptions               | 125,000                                      | 125,002           | -2               |
| Material and Supplies       | 68,551                                       | 67,495            | 1,056            |
| Equipment                   | 9,190  | 8,819             | 371              |
| Library Books               | 789,700                                      | 753,284           | 36,416           |
| Fixed Charges               | 61,024                                       | 60,770            | 254              |
| Mandatory Fringe Benefits   | 476,524                                      | 412,854           | 63,670           |
| Service of other Depts.     | 62,540                                       | 64,239            | (1,699)          |
| Heat, Light & Power         | <u>56,420</u>                                | <u>54,498</u>     | <u>1,922</u>     |
| <b>TOTAL</b>                | <b>\$1862,951</b>                            | <b>\$1759,208</b> | <b>\$103,743</b> |

## BUDGET TRANSFERRED TO DEPARTMENT OF PUBLIC WORKS

|                              |                 |                 |                |
|------------------------------|-----------------|-----------------|----------------|
| Maint. & Repair of Building  | \$55,000        | \$31,314        | \$8,686        |
| Replacement & Reconstruction | <u>3,600</u>    | <u>3,600</u>    |                |
| <b>TOTAL</b>                 | <b>\$58,600</b> | <b>\$34,914</b> | <b>\$8,686</b> |



## APPENDIX II

### COMPARISON OF REVENUES WITH REVENUES ESTIMATED IN BUDGET OF 1972-73

|  | ESTIMATED<br>REVENUE<br><u>1972-73</u> | ACTUAL<br>REVENUE<br><u>1972-73</u> |
|--|--|-------------------------------------|
| Lost Books Paid                                    | \$13,000                               | \$7,063                             |
| Fines  | 85,000                                 | 77,165                              |
| Reserve Postals Sold                               | 3,600                                  | 3,122                               |
| Miscellaneous Income                               | 8,000                                  | 14,938                              |
| Services Other Departments<br>use of Library Annex | <u>10,000</u>                          | <u>10,000</u>                       |
| <b>TOTAL REVENUES</b>                              | <b>\$119,600</b>                       | <b>\$112,288</b>                    |



APPENDIX III

Volumes Held

June 30, 1971

1,355,966

June 30, 1972

1,397,763

June 30, 1973

1,443,848

Volumes Added

104,256

103,647

97,488

Volumes Withdrawn

61,139

61,850

51,403

Circulation

3,230,855

3,313,546

3,195,475



## APPENDIX IV

### CAPITAL PROGRAMS

1972-1973

MAJOR CAPITAL PROGRAMS: Although the Library Department requested \$15,300 for various improvements at the Main Library and branch libraries the funds were deleted in fiscal year 1972-73.

REPLACEMENT AND RECONSTRUCTION: The following projects were authorized and will be performed by the Department of Public Works:

|   |                |
|---|----------------|
| Mission Branch - Replace "Clow" heater        | \$1,300        |
| Sunset Branch - Replace "Clow" heater         | 2,000          |
| Richmond Branch - Guard Rail, exterior stairs | 300            |
| Total Replacement and Reconstruction          | <u>\$3,600</u> |

MAINTENANCE AND REPAIR OF BUILDING: The maintenance and repair of building program consisted of maintaining two passenger and a freight elevator in the Main Library, and urgent and routine maintenance and repair at the Main Library and twenty-seven branch buildings. An amount of \$46,314 was expended for these services.





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# Annual Report

1973 · 1974

DOCUMENTS

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SAN FRANCISCO  
PUBLIC LIBRARY

*San Francisco Public Library*



## ANNUAL REPORT TO THE MAYOR

1973 - 1974

The Public Library of this City underwent a change in leadership starting in September 1973 when Kevin O. Starr was appointed Acting City Librarian to replace John F. Anderson. In the next few months we lost other key members of the staff: Mrs. Carol Moss, Assistant City Librarian; and Mrs. Linda Crismond, Head of Acquisitions took higher administrative positions in Southern California. It is difficult to lose so much expertise and experience; adjustments and transfers of staff have been numerous for this and other reasons. The prolonged freezing of vacant positions during the year and the ending of the Emergency Employment Act in June 1974 brought staffing uncertainties to a critical point by the year's end. In addition, 10 positions were left unfunded in the budget for 1974-75. However, we expect that most of these will be covered by a new federal program, CETA (Comprehensive Employment<sup>ment</sup> Training Act).

There has also been the travail of two law suits, both entered by SEIU's Civil Service Association, Local 400 on behalf of library employees. The first, a request for a writ of mandamus against the City of San Francisco to improve the deplorable, unhealthy working conditions in the Technical Services Division, was dismissed on the grounds that all administrative remedies had not been exhausted. The second, against the Library Commission for its approval of the appointment of Dr. Starr as City Librarian in June 1974, protested their method of selection and is awaiting action now.



Notwithstanding the turmoil indicated by the above paragraphs, basic library activities proceeded on an encouraging scale. Among the most noteworthy events were the following:

- ° The appointment of Ernest Gaines, a prominent local Black author, to the Library Commission, took us a step forward in having fuller representation of minorities on that body. Mrs. Andrew C. Casper, North Beach civic leader, also joined the Commission this year.
- ° Eight minority scholarship recipients were accepted for study at graduate library schools and two in undergraduate library technician training under various funding sources. Higher Education Act Title II B, LSCA funds from the State and San Francisco Public Library Scholarship Fund which is cosponsored by staff and Friends of the Library provided \$18,700. We are preparing a larger grant proposal for next year.
- ° Revenue sharing money in the amount of \$173,400 was set aside for major renovation and improvements in lighting at several branches. Plans have been worked out in cooperation with the communities involved and promise exciting new environments for the users of those libraries. The work at



Chinatown and Mission Branches involves both construction and new equipment.

- ° Philippine Cultural Week, June 11-14, 1974, was a high point in the year-round schedule of entertaining and educational programs. It received exceptional publicity in all media and was a real tribute to the 40,000 Filipino residents of our City, who joined in providing film, dance, native music, and other cultural events, as well as display of works by Filipino writers and artists. Our Filipiniana librarian who coordinated all this was Dalisay Bocobo-Balunsat, who later received an award from the Philippine Consul, Trinidad Alconcel.
- ° The Louis R. Lurie Meeting Room was dedicated May 13, 1974 by Mayor Alioto in honor of the late Mr. Lurie, a world-famous figure in theatrical affairs in New York and San Francisco. Funds for the renovation of the former Exhibit Room into this tastefully decorated memorial room for group meetings and library programs were received by the Friends of the San Francisco Public Library from the Lurie Foundation in the amount of \$38,000. The carpeted floor, small stage, new





lighting and video monitor screens have wrought an environmental change that is certain to improve the image of the Library. In addition, the Library received Mr. Lurie's suite of heavy carved oak office furniture and much of his theater memorabilia. The furniture was placed in the City Librarian's Office for the pleasure of all those who visit this office.

- ° The Archives for the City of San Francisco were established in connection with our own formidable collection of San Franciscana. Mrs. Gladys Hansen, librarian of the Californiana Collection, was named Archivist. As the fiscal year ended a most important discovery was made. The City's earliest records, 1849 - 1863, had been saved from the fire and earthquake of 1906, and were found in a storage area of the City Hall basement when old records needed to be moved to provide more work space. We feel that the City Archives in the Library, where many were transferred, is a far more distinguished place for them to be housed, and we consider these records the foremost acquisition of material this year.
- ° Honorary curatorships, presented by the Library Commission, on Dr. Starr's recommendation, gave



recognition to two notable San Francisco men: Oscar Lewis, author, and Andrew Hoyem, printer. We are proud to have them in close association and already have benefited from their interest and expertise in the fields of Californiana and fine printing. Mr. Hoyem, long associated with Robert Grabhorn and now owner of the Grabhorn-Hoyem press, is giving knowledgeable guidance in the development of the Robert Grabhorn Collection on the History of Printing and the Development of the Book.

- ° A memorial service for Lucile V. Mohr, former Library Commissioner, was held in the Special Collections Department of the Library in March 1974. It was with great sadness and a sense of loss that the many City officials and Bay Area librarians gathered to honor her memory. She had held a prominent place in state and national library activities during the twenty-six years she served on our Commission. A memorial fund has been established in her name.

In the area of our general City wide services to the public, we touch many ages, and many groups of diverse interests, as well as different ethnic backgrounds. Library services now encompass the home loan, i.e., circulation of books, magazines, phonorecords, art reproductions, etc.; information service and reference use of our



resources by telephone or in person; outreach by the bookmobiles to the non-user and those too distant from our facilities; a wide variety of programs of educational and recreational value; and special services to those who are handicapped or limited physically from utilizing our collections in person. These services are coordinated for adults and young adults by the Office of Adult Services, and for children through 13 years of age by the Office of Children's Services. Selection of materials in all media and the planning of activities for Main and branch libraries take place under the direction of the coordinators.

Underlying the above is a centralized cataloging and processing operation provided by the Technical Services Division. It orders, catalogs and prepares library books and other materials for public use. Helping in a variety of ways are the Friends of the San Francisco Public Library, who give generously of their volunteer time and finances to support many of the above activities in the library.

A review of the major programs for 1973-74 is presented here, to be followed by such general aspects of our activities as donations, surveys and federal/state funded projects.

#### ADULT AND YOUNG ADULT SERVICES

Some statistical aspects of our materials collection and programs include: 75% of the materials budget was directed toward service to adults. 13,075 new adult book titles were cataloged for the system; 554 of these titles were in foreign languages. 20



languages were represented in this group for the Main Library, while large collections in Chinese (books and records) were bought for Chinatown Branch, and in Spanish for Mission Branch.

Approximately 40,000 uncataloged paperbacks were distributed to

branches to supplement demand for highly popular titles and to supply books of current interest in a highly favored format.

Their generally lower cost was one way to counteract inflation. 654 new phonorecord titles were added. The heavy circulation of these in all branches and the appreciative comments from borrowers confirm the need for the Library to enlarge its loan collection of these audio materials.

1,188 programs with 31,309 attendees were presented in Main or branch libraries. This is double the number presented last fiscal year with a 30% increase in attendance. These include film-showings, lecture series, drama and poetry readings, craft workshops (macrame, kite-making), indoor gardening, music and dance performances, chess tournaments, receptions and shows for local artists, and the special events such as Black History Week, Philippine Cultural Week, and the Young Filmmaker's Festival. A great deal of credit is due the Friends for their financial support of many of these programs.

1,001 film-showings with an attendance of 18,952 persons was accomplished with a collection of only 287 films. We must vastly expand in this area to satisfy this audience and also to be able to provide the loan of films to groups as is done in most other library systems.





### Talking Books for the Blind, Physically Handicapped and Learning Disabled.

In its second year as a subregional distribution center borrowers have increased 46% and now number 372 patrons. The service is made available free through the Library of Congress, but the City funds one position. This service reaches the person with low vision as well as the totally blind, which enlarges the eligible group considerably. We expect that our new volunteer program to reach shut-ins will bring this service to the attention of many more.

### Whole World (Mediamobile)

Most of the use of this vehicle has been centered on older citizens and lower income neighborhoods, but it also serves adults enrolled in classes for English as a Second Language, or in counseling for special problems. It was out of service in June during our staffing crisis and hundreds of these people came to the Library Commission meeting to express their need of it. Federal funding of the South of Market Project has ended, and we must do all possible to keep this channel of communication open for the older citizens of San Francisco.

### Service to Jails

Weekly visits were made to the men's and women's facilities of both County Jails where 1,000 inmates are detained. University of California School of Librarianship students have helped to buy materials and have accompanied Library staff on visits. We try to



provide a quality of service equal to that received in branch libraries.

#### Branch Hours of Service and a Unique Branch Service

Another special study of hours and patron use was made. Several branch hours were changed in order to provide more uniform opening and closing times and to accomodate heaviest use patterns. Since the Library Commission passed an administrative rule that two persons should be on duty at all times when a branch is open to assure the safety of its personnel and public users it has been more difficult to spread staff adequately. Emergency relief coverage just to keep branches open draws from the public service staff of cluster branches daily. A first in service of this kind for the Library was a Community Video terminal installed at Mission Branch through cooperation with Resource One. It provided both output and input possibilities for district information through a computer, and the public was encouraged to use it.

#### CHILDREN'S SERVICES

Children's Rights are on the ascendancy. The brochure of this title produced by the children's librarians of San Francisco Public Library has been publicized nationally with 200 requests for copies received. "A child learns what he lives." Children's Services tries to be part of that life, by respecting each child's individuality and uniqueness. Its activities are planned to afford the child opportunities for personal growth and recognition. A review of its services in 1973-1974 as carried on in the Main Children's Room, twenty-six branches



and bookmobile shows: 2,413 children participated in the Eleventh Annual Summer Reading Program, the theme of which was a tree house club known as SFPL, Society of Fantastic Phantoms Limited. Children interpreted their summer reading in a variety of ways and exhibited these in a two-day program held at the Main Library at the end of summer.

Children have a decision-making role in branch activities since Advisory Councils were organized at many of our branches.

Pre-school children have a priority in the children's library service program. 1,193 story hours and 126 film and filmstrip programs were held for them with a total attendance of 13,505 young children.

Media programs and other activities for older boys and girls attracted 11,110 children to the library.

A vacancy in the position of audio-visual technician sharply curtailed film programs for both children and adults during three months last year. Inability to fill two positions of children's librarian at two branches for several months also brought down the number of children served in all ways. Total attendance at library programs for children was 65,771, but could have been greater.

With the approval of the Library Commission and extensive study beforehand, the Library is making a one-year experiment of no fines on children's materials. This began on April 22, 1974 and has been well received by parents and children. A count of long overdue books returned is being made along with other measurements by which to



evaluate the experiment.

Borrower's applications for the ten thousand non-English Speaking children in San Francisco are now available in Tagalog and Japanese, as well as in Chinese and Spanish.

The majority of the users of our bookmobile, which mainly serves Hunters Point and Bayview District, continues to be children. 70% of its circulation is juvenile .

#### Early Childhood Education Project

This project, centered on serving the adults who work with pre-school children, was funded for a second year through LSCA Title I. In its first year, it made strong contacts with nursery schools, child care centers and social agencies who work with young children. In the second year the staff presented a four-part series on "Children - Who Cares?" with prominent speakers, which was well-attended by the public and served as in-service training for the children's librarians. Dial-a-story continues its phenomenal popularity with most young children able to dial the phone to hear a story any time of day.

Staff with training and concerned interest in the specialty of children's work are the keystone to quality library service for children for which we continue to strive.

#### TECHNICAL SERVICES

Statistics relating to the book collection (in addition to







Appendix III) which reflect work accomplished in this division are: 13,728 new book titles cataloged, of which 653 were juvenile. 657 new foreign-language titles cataloged, of which 103 were juvenile. 52,680 uncataloged paperbacks were distributed to branches for both adult and children's collections.

This key division is still hard-pressed for space, but some relief was gained this year as the Board of Supervisors approved and funded the moving of the printing operation from the Catalog Department to the basement of the Main Library. This was done primarily on the basis of the health hazards presented by chemical solutions used with the presses. There are still corrective conditions necessary and we will again budget for a ventilation system to filter out particle pollutants from street-level vehicle exhaust and to improve air movement in the room so as to reduce the fatigue-producing conditions that cut into efficiency. As noted previously, the employee's litigation was dismissed.

Personnel changes and vacancies have been extremely critical this year and have left the department with a backlog of three to four months work.

#### FRIENDS OF THE LIBRARY

The Friends continue to build support for the Library through volunteer projects and public relations activities as well as funding a number of enrichment projects not provided for through the City budget. Their funds are derived from memberships, an extremely successful book sale which netted \$23,800 this year, contributions,



interest on savings and monies received for special projects. The latter amounted to \$49,785 of which \$38,000 was spent on the Louis R. Lurie Meeting Room. Smaller amounts benefited the Schmulowitz Collection of Wit and Humor, the Grabhorn Collection, the Second Annual Young Film Maker's Festival (<sup>\$</sup>1,000 from the Mayor's Youth Fund), a statewide publicity campaign for libraries, and two bibliographic projects.

The Friends' major project continues to be publication of the tabloid, FREE, promoting library services and programs, with a free distribution of 12,000. Ninety-four of the programs so advertised were funded by the Friends. Additional funds provided staff scholarship aid, inservice training workshops, materials for children's programs and Library Week activities.

Volunteers work year-round on the Book Sale and Information Desk in the lobby of the Main Library. A new volunteer project to start next year is BOOKBRIDGE - a library service to shut-ins - which, in the pilot phase, will concentrate on the Marina district surrounding Golden Gate Valley Branch. So that the Library might regain basement space, the Friends' Book Sale headquarters moved to Presidio Branch. KEEP LIBRARIES ALIVE, the political arm of the Friends, continued its budget-monitoring policies on our behalf with gratifying success. They have participated in revenue sharing hearings and are at the ready when a political issue arises.



## DONATIONS

The Friends, with their generous amounts of time and money, were our first and foremost donor. We also received other important gifts through their efforts, such as office furniture and equipment.

A private book collection from an anonymous donor was noteworthy for its works by the Grabhorn Press and many fine art books.

A collection of 150,000 research reports on microfiche from ERIC (Educational Resources Information Center) was received from the Commissioner of Education for the West.

The Library was presented with a PELCO closed-circuit television system from the Bay Area Low Vision Clinic and PELCO Sales, Inc. It is available to any person and enables the visually handicapped to read from ordinary printed or written text by enlarging it and improving the contrast of the letters on the page.

## SURVEYS

The management audit of the Library by the Board of Supervisors' budget analysts was released Sept. 17, 1973. Its five recommendations are being considered seriously for the possibility of implementation. A delinquent list is now maintained at the Main Library charging desk, and security improvements have been made. This includes the installation of a fire lock at the McAllister St. door. We shall again request an Investigator for overdue accounts in the next budget, and also a computerized circulation system which would give much tighter control on overdue books. The Library is in communication with Board President



Feinstein about the other major recommendations regarding Sunday hours, longer branch open hours and the sale of discard books.

The Library was a participant in the State of California Career Opportunities Development Program under a grant of \$750,000 to the S.F. Civil Service Commission. Our personnel organization was studied in relation to classification, and the relevance of education and experience to the tasks being performed. Many of the staff participated in the horizontal and vertical ladder discussion groups through which the task analysis was made. We did not receive any trainees under the WIN program as expected. Labor Council protests halted this phase of the program on a City wide basis.

A study of the twenty-one public library systems in the State of California financed from LSCA funds was about to begin at year's end. The firm of Peat, Marwick, Mitchell is to be in charge and operational time and cost studies were added to the scope of the study. This information is expected to provide a base for revision of the Public Library Systems Act per capita funding formula, from which we received \$21,339 last year for improvements that benefit systemwide service.

#### Federal/State Funded Projects

BARC (Bay Area Reference Center), federally funded by LSCA, continues to be one of the most productive and creative projects we have. Six workshops on very current topics, such as "Mental Health in America", "China", and "Women's Place in the 70's" were held as part of its continuing education for Northern California







librarians. BARC published the last issue of its award-winning Synergy Magazine. The focus of this issue was on the Bay Area Reference Center itself, a true success story. The President's Commission on Libraries and Information Science is placing emphasis on the setting up of similar reference centers in its draft reports. The number of reference questions answered for all the libraries in its network was 3,018 and all were of a difficulty that required the local library to forward them to San Francisco Public Library where BARC has the use of this library's extensive resources. It should be strongly noted that last year \$70,000 was contributed by BARC for purchase of reference books.

#### Early Childhood Project

Also financed by an LSCA grant, was already reviewed under Children's Services, page 11.

#### Manpower Development Programs

Manpower Development Programs are a continuing success in the Library. Career ladders, starting with the high school level, have been developed and many Neighborhood Youth Corps or Social Service Department trainees have achieved their goals. Last year saw the culmination of an EEA program for New Careers that had started in 1971. Of the seventeen starters, fourteen graduated with an AA degree in Library Technology; the other three will soon finish, and what is more gratifying four have gone on to get their BA degree and now await entry into graduate library school. Six are working as Library Technicians. We have had a similar high success ratio with Clerk-



Stenographer Trainees. Ten young women have either been placed in the Library or other City departments as a result of the Stenographer training. Since 1968 the Neighborhood Youth Corps has provided a part time work experience program, giving us 45-50 students each school year; increasing to 90 during summer vacation. This has been of inestimable value to us and to the students. We have recruited many into Library Technician or other clerical positions through these years.

In summation of the total report, a word of praise is due the Main Library Task Force who have been working with the Library Commission to reorganize subject department space, plan compact stack storage of books and take measures to utilize the Main building for such period of time as is necessary to obtain a site and build a truly functional Main Library.



## A P P E N D I C E S

The following materials are presented as requested in the Mayor's letter:

|              |   |
|--------------|---|
| Appendix I   | Comparison of expenditures with<br>Original Budget. |
| Appendix II  | Comparison of Revenues with<br>Original Estimates.  |
| Appendix III | Statistics on Work Accomplished.                    |
| Appendix IV  | Capital Programs.                                   |



# APPENDIX I

## COMPARISON OF 1973-74 APPROPRIATIONS WITH EXPENDITURES FOR ALL ITEMS OTHER THAN PERSONAL SERVICES

|                             | APPROPRIATED<br>TRANSFER<br>1973-74 | EXPENDED    | BALANCE   |
|-----------------------------|-------------------------------------|-------------|-----------|
| Contractual Services        | \$ 168,855                          | \$ 167,405  | \$ 1,450  |
| Maint. & Repair Auto Equip. | 3,600                               | 3,099       | 501       |
| Bookbinding                 | 55,000                              | 55,024      | -24       |
| Subscriptions               | 125,000                             | 124,934     | 66        |
| Material and Supplies       | 74,609                              | 73,546      | 1,063     |
| Equipment                   | 45,820                              | 6,925       | *38,895   |
| Library Books               | 805,000                             | 801,046     | 3,954     |
| Fixed Charges               | 57,429                              | 56,105      | 1,324     |
| Mandatory Fringe Benefits   | 575,760                             | 507,675     | 68,085    |
| Service of other Depts.     | 70,163                              | 57,954      | 12,209    |
| Heat, Light & Power         | 57,395                              | 54,354      | 3,041     |
| Revolving Fund Increase     | 7,000                               | 7,000       |           |
| TOTAL                       | \$2,045,631                         | \$1,915,067 | \$130,564 |

## BUDGET TRANSFERRED TO DEPARTMENT OF PUBLIC WORKS

|                             |        |        |       |
|-----------------------------|--------|--------|-------|
| Maint. & Repair of Building | 56,150 | 48,547 | 7,603 |
|-----------------------------|--------|--------|-------|

\*Equipment for Chinatown and Mission Branches to be purchased after refurbishment of these branches.





## APPENDIX II

### COMPARISON OF REVENUES WITH REVENUES ESTIMATED IN BUDGET OF 1973-74

|  | ESTIMATED<br>REVENUE<br><u>1973-74</u> | ACTUAL<br>REVENUE<br><u>1973-74</u> |
|--|--|-------------------------------------|
| Lost Books Paid                                    | \$ 7,000                               | \$ 8,761                            |
| Fines  | 75,000                                 | 71,148                              |
| Reserve Postals Sold                               | 3,000                                  | 4,789                               |
| Miscellaneous Income                               | 18,000                                 | 27,360                              |
| Services Other Departments<br>use of Library Annex | <u>10,000</u>                          | <u>10,000</u>                       |
| TOTAL REVENUES                                     | \$113,000                              | \$122,058                           |



### APPENDIX III

#### STATISTICS ON WORK ACCOMPLISHED

June 30, 1972

June 30, 1973

June 30, 1974

VOLUMES HELD

1,397,763

1,443,848

1,481,133

VOLUMES ADDED

103,647

97,488

87,846

VOLUMES WITHDRAWN

61,850

51,403

50,561

VOLUMES CIRCULATED

3,313,546

3,195,475

3,073,526



# APPENDIX IV

## CAPITAL PROGRAMS

1973-1974

### CAPITAL IMPROVEMENT PROGRAMS:

Capital improvements totalling \$251,000 had been approved for the Main Library and branches, but the funding was frozen until April 1974. After public hearings by the Board of Supervisors' Budget and Governmental Efficiency Committee, funds were released, but were cut down to \$173,400. Only the Men's Rest Room in the Main Library has had actual work begun on it; the remainder are in the planning and scheduling stage with the Department of Public Works:

|   |               |           |
|---|---------------|-----------|
| Chinatown Branch - construction and equipment   | \$ 49,000     |           |
| Mission Branch - construction and equipment     | 36,500        |           |
| Richmond Branch - painting, interior            | 8,000         |           |
| Provision of public toilets in various branches | <u>16,900</u> | \$110,400 |

### REPLACEMENT AND RECONSTRUCTION:

|  |               |           |
|--|---------------|-----------|
| Main Library - men's rest room remodeling      | \$ 4,500      |           |
| Main Library - freight elevator reconstruction | 11,800        |           |
| Potrero Branch - lighting improvement          | 11,500        |           |
| Bernal Branch " "                              | 15,000        |           |
| Anza Branch " " (Main Reading Room)            | 10,100        |           |
| Anza Branch " " (Children's Room)              | <u>10,100</u> | \$ 63,000 |

### SUPPLEMENTAL REQUEST:

|                                |           |
|--------------------------------|-----------|
| Main Library - move print shop | \$ 20,500 |
|--------------------------------|-----------|

### MAINTENANCE AND REPAIR:

Maintenance and repair of building programs consisted of maintaining two passenger elevators and a freight elevator in the Main Library, and urgent and routine maintenance and repair at the Main Library and twenty-seven branch buildings. An amount of \$56,150 was expended for these services.

\$ 56,150  
\$250,050









SAN FRANCISCO PUBLIC LIBRARY

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SAN  
FRANCISCO  
PUBLIC  
LIBRARY

1974~1975



ANNUAL REPORT  
OF THE  
SAN FRANCISCO PUBLIC LIBRARY  
1974-1975

KEVIN O. STARR  
City Librarian

LIBRARY COMMISSION

Edward F. Callanan, Jr., President

Marjorie G. Stern, 1st Vice-President  
Elsie Lisle Van der Lieth, 2nd Vice-President  
Rev. Timothy L. McDonnell, S.J.

Ernest J. Gaines  
Dorothy M. Casper  
Nancy Pelosi

George Cerasi, Secretary



## ANNUAL REPORT TO THE MAYOR

1974 - 1975

The fiscal year 1974-75 will be remembered for its critical issues and its budget travails. World economic news was shattering enough, but the Library had its own high drama to play out during a major part of the year after it became known that a Performing Arts Center was being given preference over the Library for the use of Marshall Square as a building site.

This block, adjacent to the Library, had been securely thought of as the location of a future new Main Library building for many years, and much planning had been done with this in mind since 1967. The highly political battle between the two factions involved several City Departments, the Mayor, the Board of Supervisors, and many prominent citizens. The tremendous outpouring of support for the Library by neighborhood friends, writers, artists and taxpayers groups, led by Keep Libraries Alive and its impact has been fully covered in the newspapers. The latter publicity has been the silver lining in the dark cloud. With this momentum and hope for a resolution of the site assignment to the Library, the Library Commission and administration have begun to plan for a Bond Issue in 1976 for a new central library as an annex to the present building.

The financial restraints placed on this department and all other City agencies have had a disastrous effect on operations and staffing. What seemed such a blessing in December 1974, when we added 90 CETA



staff, 31 Librarians among them, has brought its own crisis and labor discontent due, paradoxically, to a raise in salary on July 1, 1975. It brought many above the maximum allowable annual salary. The CETA group was intended to be an "Experiment in Excellence"; to enable the Library to open on Sundays; to extend some branch library hours that had been curtailed due to hiring freezes; and to work on long-postponed projects. This they did and we are grateful to have had the services of this very capable group, but we are sure to lose a goodly number in September 1975.

The shortage in money for temporary part-time wages forced a reduction in hours of work for library pages. The group organized itself and with the aid of a labor union was able to bring about passage of a supplemental wages appropriation, which restored some of their loss. The affect of freezing vacant positions did hurt public service in several ways in branches. There were at least a dozen instances in which a children's librarian was not available for one to five months. Vacancies were also carried throughout the year in Catalog Department, which slowed up processing of books for the public. CETA appointments totalling 133 at one point in the year could not adequately replace these positions and were never intended to be used that way. With these problems unresolved, it seems certain that open hours will have to be curtailed somewhere during the coming year.

To not have enough funds to buy essential materials and supplies, to carry through a year's operation or to do proper maintenance





and replacement of equipment is very discouraging. Great hope was held for our presentation of a Bi-centennial Budget for 1975-76 but after many months of slashing we are left with very little - a tattered flag - so the same desperation will occur again.

Expenditures as compared with appropriations show that we had none to spare; most appropriations are used to the last penny. The supplemental route to go for an increased amount in any line item is less than satisfactory and consumes uncounted hours of administrative staff time. If a more generous budget could be passed to avoid such a necessity there would be important savings achieved in personnel time.

More cheerful events of the past year would include:

- \* The starting of Bookbridge, a volunteer book delivery service to shut-ins coordinated out of several branches by the Friends and library staff.
- \* "Feel Fine Free" week held September 30- October 7, 1974 in which 21,000 overdue books were returned.
- \* Extension of the fine free experiment for children's books.
- \* Sale of duplicates from the Library's special collections at auction on May 18, 1975 with Mayor Alioto as auctioneer in the spirited bidding for the deluxe set of Dante's Divine Comedy printed by John Henry Nash. This was one among many other treasures. The profits of the sale, \$19,000, will be used by the Library to benefit the Special



Collections Department. This event was sponsored and assisted greatly by the Friends' volunteers.

- \* The discovery and donation of valuable old City records dating from 1849 to 1863 to the San Francisco History Room archives. They were recently found in the basement of City Hall after it had been thought they were destroyed in the earthquake of 1906.
- \* San Francisco as host to the American Library Association in June 1975 when 10,000 librarians convened here. The Main Library was used for a gala reception and entertainment on opening night of the conference.
- \* Reception to honor the publication of James de T. Abajian's landmark bibliography, "Blacks and Their Contributions to the American West." Work on the book had been financed by the Friends of San Francisco Public Library.

#### Honors and People

We are proud to announce the appointment of Mrs. Nancy Pelosi to the Library Commission. She replaces William M. Malone, who retired from the Commission this year after eleven years of staunch and able service.

Other names noteworthy in the library's activities of 1974-75 are the following who were given the title of Honorary Curator by the Library Commission:

- \* G. William Gahagan, President of California Friends of Robert Frost - curator for the Robert Frost Collection.

- \* Robert Power, book collector and authority on Sir Francis Drake - curator for History.



\* Dr. Kurt H. Adler - curator for Opera.

\* Kay Schmulowitz - curator of Wit and Humor.

A grant received from the National Endowment for the Humanities will fund many events for the Library's participation in the Bicentennial celebration, particularly those related to the American Issues Forum. As an additional honor, our Coordinator of Children's Services, Effie Lee Morris, was chairperson for the children's reading list which is to be distributed nationally, "Bicentennial Reading, Viewing, Listening."

For its successful Philippine Culture Week of 1974, the Library received a John Cotton Dana Award certificate for outstanding publicity work. This is presented by H. W. Wilson Co. and the Public Relations Section of the American Library Association. Dalisay Bocobo-Balunsat, who planned the events, received the award, and was already at work on the 1975 program which took place in several branches.

Gifts of money or actual library materials were substantial. They will help to acquire Black reference material, and varied reading matter for the Jails Service as well as other needs. Important items for our Special Collections included ephemera from the Taylor and Taylor Press archives, and 250 glass plate negatives of the San Francisco earthquake and fire, retrieved from the basement of the old Hall of Justice with the aid of Bernard Averbuch.

There was also a gift of \$4500.00 from the Friends to provide remodeling of the basement to make the San Francisco News/Call-Bulletin morgue more accessible for reference use. Many other contributions are credited to the Friends every year. Outstanding in 1974-75 was the completion of the Louis R. Lurie Meeting Room



with its provision of a stage and expensive audio-visual equipment, and the installation of three listening stations placed in Art and Music Department from the Ellen Weinstein Memorial Fund.

#### Building Space Reorganization

A reorganization of space in the Main Library has been undertaken. This was preceded by an exhaustive study of the building by a committee of the Library Commission, chaired by Elsie Lisle Van der Lieth.

The genealogy collection was moved twice, from Special Collections to Periodical Dept., and finally to the History Department. More staff time was assigned to organizing and expanding the collection. Also, the new location makes longer open hours possible, so all three factors have been very satisfactory to the users of the genealogy collection.

Special Collections has benefitted by acquiring more space to take in the archival materials being discovered in other City Departments. New designations were given to the two departments within the Special Collections Department. They are now known as The San Francisco History Room, and The Rare Books Department. The basement remodeling for the newspaper morgue, mentioned above, will enhance the research potential of The San Francisco History Room.







The General Reference Department was enlarged to include General Periodicals and Newspapers, which allowed the Telephone and City Directory Service to be moved from 2nd floor to the 3rd floor Periodical Room. The EDP functions for periodical work were partitioned off as a separate section there.

Special offices were constructed to provide headquarters for the American Issues Forum staff, and a Planning and Development Office for the Library. This necessitated a move of the Chief of the Main Library to share the Public Relations office space.

To meet OSHA safety requirements in the Technical Services Division, the print shop has been moved to remodeled space in the Main Library basement. Bindery shipments have been moved to Catalog Dept. with a consequent loss of floor and shelving area, but these moves and the installation of a ventilation system in the Catalog and Order Departments will bring working conditions up to required standards.

A related building improvement is the work started on the cleaning and restoration of the Gottardo Piazzoni murals thanks to a donation from one of original donors. These comprise ten large wall panels around the second floor gallery and four new panels to be installed in space that had been reserved for them for many years.



### Children's Services

The summer reading program of 1974, "Any Me I Want to Be", gave children a totally different, free-flowing open program designed to encourage reading. 1,762 children participated to the conclusion of it. Advisory Councils of children at all agencies developed strongly; published newspapers; and gathered Community Information files. These activities attracted the attracted the attention of national publications, such as the Wall Street Journal.

Children's librarians participated in the first Children's Television Fair held in San Francisco and were a very popular facet of it as they told stories and were televised by our California Video Resources Project while doing so. Among other activities, the cast of children's librarians who form the Trip, Trap, Troupe of puppet players, gave fourteen performances at branches to an audience of 1,030 children.

Joint elementary school librarians and public library children's librarians meetings have been held for the thirteenth year. They have mutual problems to discuss and currently want to cooperate in protesting the budget cuts which both have suffered.

Another interesting event that involved one hundred nursery school children and our librarians occurred when Supervisor Robert Mendelsohn held a press conference in the Main Children's Room in April 1975 to announce an ordinance to prohibit discrimination against families with children by owners of rental property. This was supported by the Fair Housing for Children Coalition and the Library Commission, among many groups. The nursery school children attending were held spellbound as the children's librarians started to read picture stories to small groups.



## Adult Services

The Library's political involvement was extended this year to a voter registration program in all branches and the Main Library. It is being carried on by deputized resident staff members in cooperation with the Registrar of Voters.

Book selection is one of the main functions of the Coordinator of Adult Services. All librarians participated in it throughout the system with these results:

|         |   |                                    |
|---------|---|------------------------------------|
| 102,580 | - | volumes added                      |
| 13,927  | - | new titles cataloged, total        |
| 12,850  | - | adult titles                       |
| 1,077   | - | children's titles                  |
| 28,284  | - | paperbacks distributed uncataloged |

The other major function is planning programs for the edification and enjoyment of the public. These are held almost daily in one or another of our agencies and are well-attended by groups of 30-150. Meetings are held in the small facilities available in our branches and in the two larger rooms at the Main Library.

A statistical look at the response to these indicates the varied types and impressive number of programs scheduled. Eight hundred and twenty six programs were held with 39,606 in attendance.

| <u>Kind of Program</u> | <u>Number of Programs</u> |
|------------------------|---------------------------|
| Film programs          | 546                       |
| Lecture/demonstrations | 82                        |
| Theatre                | 47                        |
| Poetry                 | 38                        |
| Music                  | 36                        |
| Dance                  | 14                        |
| Craft workshops        | 12                        |

Continued



|                                |    |
|--------------------------------|----|
| Receptions (Art shows)         | 2  |
| Video Programs                 | 8  |
| Holiday family nights          | 2  |
| Young Adult Film Festival      | 1  |
| Young Adult Chess Tournament   | 1  |
| Science Fiction Film Festival  | 9  |
| Black History Week             | 20 |
| Cherry Blossom Festival        | 3  |
| Chinese New Year's Celebration | 1  |
| Chinese Chess Tournament       | 1  |
| Philippine Culture Week        | 3  |

The remodeling and refurbishment of Chinatown and Mission Branches has been completed. Other added benefits to the districts served by Chinatown, Excelsior, Richmond and West Portal Branches were Sunday opening from 1 to 6 p.m. Noe Valley Branch increased hours on Saturday. Talking Books service to the blind and physically handicapped increased 35% over last year with 470 patrons served and 14,395 talking books circulated.

It is in times of unemployment and inflation that the service the library offers is most appreciated. Our reading rooms are filled, home loan of books is at a slightly higher level and we seem to be filling the proverbial need. We hope our relevance to each community will gain the support we need to recoup our losses from this year's budget cutting. We shall be searching for signs of priorities that will satisfy more potential users and shall not be an institution afraid to change direction. One indication of this came from a questionnaire to patrons about our present charging system. There were 38.39% of those answering that find the self-charge system difficult to deal with. Over 28% report that they know of people who have limited their use or stopped using the Library because of it. A change in the circulation system will retain its priority.







## A P P E N D I C E S

The following materials are presented as requested in the Mayor's letter:

|              |   |
|--------------|---|
| Appendix I   | Comparison of expenditures with<br>Original Budget. |
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| Appendix IV  | Capital Programs.                                   |



# APPENDIX I

## COMPARISON OF 1974-75 APPROPRIATIONS WITH EXPENDITURES

|                                  | APPROPRIATED<br>TRANSFER<br><u>1974-75</u> | EXPENDED &<br><u>ENCUMBERED</u> | <u>BALANCE</u>   |
|----------------------------------|--|---------------------------------|------------------|
| Permanent Salaries               | \$3,185,643                                | \$2,995,855                     | \$189,788        |
| Permanent Salaries-Library Annex | 28,584                                     | 27,210                          | 1,374            |
| Overtime Salaries                | 7,649                                      | 7,143                           | 506              |
| Temporary Salaries               | 800  | 441                             | 359              |
| Wages - Permanent                | 84,347                                     | 84,040                          | 307              |
| Wages - Temporary                | 369,500                                    | 369,490                         | 10               |
| Contractual Services             | 170,703                                    | 170,345                         | 358              |
| Maint. & Repair Auto Equipment   | 2,600                                      | 2,170                           | 430              |
| Heat, Light & Power              | 67,140                                     | 57,827                          | 9,313            |
| Binding                          | 30,000                                     | 30,031                          | -31              |
| Subscriptions                    | 137,500                                    | 137,496                         | 4                |
| Materials & Supplies             | 67,083                                     | 67,051                          | 32               |
| Library & Reference Books        | 650,000                                    | 649,803                         | 197              |
| Fixed Charges                    | 73,306                                     | 70,868                          | 2,438            |
| Mandatory Fringe Benefits        | 796,331                                    | 628,688                         | 167,643          |
| Services of Other Departments    | 71,185                                     | 52,648                          | 18,537           |
| Ventilation System-Library Annex | 18,400                                     | 18,400                          |                  |
|                                  | <u>\$5,760,771</u>                         | <u>\$5,369,506</u>              | <u>\$391,265</u> |

## BUDGET TRANSFERRED TO DEPARTMENT OF PUBLIC WORKS

|                             |               |               |             |
|-----------------------------|---------------|---------------|-------------|
| Maint. & Repair of Building | <u>67,140</u> | <u>67,876</u> | <u>-736</u> |
|-----------------------------|---------------|---------------|-------------|



## APPENDIX II

### COMPARISON OF REVENUES WITH ESTIMATED REVENUES IN BUDGET OF 1974-75

|  | <u>ESTIMATED<br/>REVENUE</u> | <u>ACTUAL<br/>REVENUE</u> |
|--|------------------------------|---------------------------|
| Lost Books Paid                                      | \$ 6,000                     | \$ 8,104                  |
| Fines  | 78,000                       | 55,633                    |
| Reserve Postals Sold                                 | 3,400                        | 3,825                     |
| Miscellaneous Income                                 | 15,000                       | 17,002                    |
| Service of Other Departments<br>use of Library Annex | <u>10,000</u>                | <u>10,000</u>             |
| TOTAL REVENUES                                       | <u>\$112,000</u>             | <u>\$94,564</u>           |



APPENDIX III

STATISTICS ON WORK ACCOMPLISHED

| <u>JUNE 30, 1973</u>      | <u>JUNE 30, 1974</u> | <u>JUNE 30, 1975</u> |
|---------------------------|----------------------|----------------------|
| <u>VOLUMES HELD</u>       |                      |                      |
| 1,443,848                 | 1,481,133            | 1,535,563            |
| <u>VOLUMES ADDED</u>      |                      |                      |
| 97,488                    | 87,846               | 102,580              |
| <u>VOLUMES WITHDRAWN</u>  |                      |                      |
| 51,403                    | 50,561               | 48,150               |
| <u>VOLUMES CIRCULATED</u> |                      |                      |
| 3,195,475                 | 3,078,526            | 3,083,900            |





#### APPENDIX IV

##### CAPITAL IMPROVEMENT PROJECT

After repeated request by the Library Department, Health Department, the union and the State Division of Industrial Safety to request improvement of the ventilation system of the Library Annex which houses the Technical Service Department, a supplemental appropriation of \$18,400 was approved for this project. The planning of this system is presently being carried out by the Department of Public Works.



## SAN FRANCISCO PUBLIC LIBRARY PROGRAMS

The Library administers public service programs that seek to reach people of all ages and occupations to provide them with access to books, periodicals, microforms and audiovisual materials for their own individual informational, recreational and educational pursuits. Behind these are many supportive and administrative services.

### I. PUBLIC SERVICES

#### A. Main Library

The central facility for the system is organized on a subject department basis to give a high level of reference and research service, as well as to provide books, records, paperbacks and other forms of media for home use.

Its service sphere is fourfold:

- \* Citywide in that the book collection of 890,290 volumes is the back-up for loan requests from all branches in the system.
- \* Regional resource center for Northern California, a designation which was reaffirmed at the statewide Library Planning Institute held at the University of San Francisco in June, 1975.
- \* Neighborhood branch for residents of the Tenderloin, Fillmore and South of Market districts.
- \* The Business Library, a specialized collection, serves the financial district from its location at 530 Kearny St.



An urban central library of this size warrants adequate and continuous funding support to keep its materials up-to-date and representative of current publishing. Changes within the publishing trade indicate smaller initial printings and fewer titles to be reprinted, so it becomes urgent to acquire books as soon after publication as possible.

The Main Library serves high school and college students, young adults who are employed or unemployed, government workers, and the elderly as its main clientele. Only 5% of the materials from the Main Library are circulated to children, pre-school to age thirteen. However, with the recent opening of several blocks of family housing along McAllister Street, this may change.

Public and private high schools and colleges in the City also maintain libraries, but none comparable in size or depth of reference material. The City's elementary school library program has been cut back to a point where our branches should feel the effect with heavier use.

U.C., Berkeley, the State Library in Sacramento and the Library of Congress are State and Federal agencies available to San Francisco library users through our interlibrary loan and reference network service, BARC.

The Public Library Systems Act, administered by the California State Library provides per capita funding to us each year. The Library Services and Construction Act, Title I grants have been received by our library for the following special projects:



BARC - Bay Area Reference Center

CVRP - California Video Resources Project

ECP - Early Childhood Project

Minority Recruitment Training Assistance Program

B. Extension agencies

Branches (26), bookmobiles (2) and deposit collections extend loan and reference library services to adults and children into the neighborhoods of the entire city. Outreach programs for those who would not otherwise be able to use branch facilities are also administered by this division. Recreational programs of films, lectures, crafts, music, etc. are offered to adults and children in the branches as well as in the Main Library.

Sub-programs are:

1. Talking Books for the Blind

This gives citywide delivery by mail of recorded books and cassettes to the blind, partially blind and handicapped individual. The recordings and record players are furnished by the Library of Congress and the collection grows rapidly. Space needs will be critical if conversion to cassettes is not hastened. The service had a user increase of 9.4% last year.

2. Jails Service

Reading materials and a core reference collection are provided to the inmates of the four jails on a biweekly basis. A grant of \$20,000 from the San





Francisco Foundation to the Friends is supporting purchase of books at present.

3. Bookmobile and Media Mobile (Whole World)

Of these two vehicles, the old bookmobile is really too dangerous to use on the streets and hills of San Francisco, and is too small to hold a satisfactory collection of books. It makes regular visits to Senior Centers, convalescent hospitals and other regular community stops, exchanging books and conducting film or book discussion group programs. Replacement of the Bookmobile is a must or our service to a very deserving group of elderly residents will be in jeopardy.

The newer Media mobile has audiovisual equipment to publicize use of the Library's other facilities and carries a stock of paperbacks. It is making thirty regular stops per month in addition to special citywide events.

These mainly serve children and senior citizens in the Southeastern districts and downtown hotels.

4. Bookbridge

This is a project to deliver books and library materials to shut-ins. It is a coordinated effort by eighteen volunteers and one CETA librarian. The service area is gradually expanding from Golden Gate Valley to the Sunset, West Portal and Excelsior, with one volunteer giving citywide service to Chinese-speaking home-bound patrons. We want wholeheartedly to continue this program.

5. Audio-Visual Department

This has been staffed by CETA to handle scheduling and



delivery of film program equipment; repair films and equipment; and instruct staff in the use of projectors, etc. This is essential to the film programming carried on by the Library with the films it has purchased in recent years.

An increase of 50% in the number of adult programs was possible with the added help given the department this year.

|                              |        |
|------------------------------|--------|
| Attendance at adult programs | 20,232 |
| " children's "               | 6,500  |

Vacant children's librarian positions cut back the number of programs possible for them to have.

## II. SUPPORTIVE SERVICES

### A. Technical Services

Their objective is to keep a constant flow of new library books and other media moving into public service agencies by centralizing the ordering, cataloging and physical processing of such materials. Another objective is to maintain the physical condition of the collections by providing central book repair services and shipments to commercial binders under contract to the City.

This is citywide service. It also reaches ethnic groups in the City with its cataloging for foreign language books. Thirty languages are represented in the collections.

#### 1. Order Dept.

Places orders with vendors for all material purchased from the Book Appropriation, special funds or gifts.

It receives these materials, and accounts for fund expenditures and processes invoices for payment.



## 2. Catalog Dept.

Catalogs and physically processes new library materials and handles book repair and bindery functions.

It is now participating in a statewide project to demonstrate use of the computer in bibliographic searching. The BALLOTS data-base at Stanford University is now available to our Catalog Dept. at no expense to us. An LSCA grant is supporting the PLAN experiment, as a preliminary in the development of a Western library network. We may be able to have catalog cards produced through it by January 1976, which would bring radical change to our card duplication processing methods.

## 3. Reproduction Center

Produces all publicity flyers, booklists, program announcements, summer reading materials, etc. for the system; it also prints all catalog cards. It has just been moved to renovated space in the Main Library basement for safety reasons.

## B. Public Information Office

Carries out the public relations program of the Library; does the graphics design for library publicity items.

## C. Central Registration and Circulation

Issues library identification cards for all borrowers - citywide; processes delinquent accounts; and mans the book charging desks in the Main Library, as well as the sorting room where returned books are arranged for reshelving. The CLSI computer-charging system would revolutionize this department.





D. Maintenance Shops, Custodial Care & Vehicles

Janitorial services, building operation, maintenance and security are the functional responsibilities of a group under supervision of the Secretary to the Library Commission. Citywide, with personnel sent out to branches from Main Library.

E. Electronic Data Processing

This program is processed through the City Hall EDP center; the Library operates a computerized serials system that includes periodical holdings of our Library and the Peninsula Library System. The printed book catalogs, title and subject, are sold and distributed regionally. Expenditure of the Periodical subscription budget is managed by this section.

III. ADMINISTRATIVE SERVICES

A. Librarian's Office

Directs library activities and maintains official links to State and City agencies; also, represents library to community groups. Disseminates statistical information about the library for surveys, questionnaires, etc. An Affirmative Action Officer was appointed in 1975 to assist in these matters.

B. Personnel

A Departmental Personnel Officer performs all related duties for the system.

C. Business Office

Purpose of this office under the Secretary of the Library Commission is to maintain business accounts for the entire library system, and order all equipment and supplies. It also prepares Library Commission meeting agenda, minutes and correspondence.





Order Department and the EDP section perform accounting work for the Book and Periodical subscription budget expenditures. Someday these should be joined in one central business office.

D. Office of Children's Services

The Coordinator of Children's Services has responsibility for professional library services to children or parents and adults working with them including the evaluation and selection of print and non-print materials, English and foreign language, for the entire children's collection.

Supervision and coordination of programs; in-service training; book ordering; public relations relative to children's work are also included.

Story-telling, school visits, puppet plays, films and many other activities are provided for children city wide.

E. Office of Adult Services

Coordinator of Adult Services supervises and coordinates adult materials selection for the entire system in many languages; also plans programs and services for adults; staff training; and public relations in this area. Lectures, poetry reading; drama, films, etc. are offered in City wide programs.

IV. SPECIAL PROGRAMS

BARC - Bay Area Reference Center

This is one of the two regional reference networks in the State and is supported by federal LSCA, Title I funds. It answers difficult reference questions referred to it from



all types of libraries in Northern California and conducts workshops on very current topics and on reference techniques. Has an excellent national reputation.

CVRP - California Video Resources Project

An experimental project, federally funded, to use video and cable TV in extending the library's services to the public. It is acquiring a collection of video tapes for eventual interlibrary loan throughout the State. The staff is taping library and community events; giving consultative help about TV equipment; and producing library shows for cable-casting. The staff is actively involved in the City's Cable TV Task Force, and publishes a bimonthly magazine on the subject of Cable TV, "Patch Panel".

ECP - Early Childhood Project

A federal grant was received to conduct a program designed to demonstrate use of pre-school materials to parents; and to work with staff of social agencies, child care centers, etc. It conducts an on-site program at Valencia Gardens, Westside Courts and Ping Yuen Housing Projects to reach multi-ethnic groups.

Produces Dial-a-story, the children's telephone story telling program that has been of national interest. Most aspects of the program are city wide.

Minority Recruitment Project

Enables five minority persons to attend library-related school courses under federal grants. They are mainly from our staff, and are acquiring education to become librarians or library technical assistants. The Library has actively involved itself in New Careers and similar pro-



Friends of the San Francisco Public Library

This volunteer, auxiliary group, closely allied to so many of the library's programs, gives unstintingly of funds and personal time. It still fully supports the publication of 10,000 copies per month of FREE at an annual cost of \$12,500. FREE is our highly successful publicity media - a monthly tabloid with a calendar of citywide library recreational programs, which, like the name of the tabloid, are free to all.

Funds from the Friends are used to pay speakers and performers at various library events; to buy incidental supplies for children's activities; to purchase significant books or collections; and to sponsor receptions for literary events, among many other helpful projects.

Their volunteers enable us to provide Bookbridge, the shut-in service, and to maintain an Information Desk in the Main Lobby by manning it sixty hours of the seventy-four hours the Library is open. They also conduct a gigantic annual Book Sale as their main fundraiser. Other time is donated to sorting pictures for a file in the Art Dept., and to organizing the News/Call-Bulletin newspaper morgue.

Their contribution to the success of the Library's program is a measurably large one.









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SAN FRANCISCO PUBLIC LIBRARY

LIBRARY

SCIENCE & TECHNOLOGY DEPT

# Annual Report



1975 ~ 76



ANNUAL REPORT  
OF THE  
SAN FRANCISCO PUBLIC LIBRARY  
1975-1976

VIVIAN T. GOODWIN  
Acting City Librarian (July 1976)

LIBRARY COMMISSION

Edward F. Callanan, Jr. President

Marjorie G. Stern, 1st Vice-President  
Maurice F. Englander  
Raye G. Richardson

Edward Bransten  
Marilyn K. Weisberg  
Judith Yung

George Cerasi, Secretary

ADMINISTRATIVE COUNCIL

City Librarian

Vivian T. Goodwin, Chief Librarian,  
Technical Services

William Ramirez, Chief Librarian,  
Main Library

Karen Scannell, Chief Librarian, Branches  
Secretary of the Library Commission

Anne Kincaid, Coordinator of  
Adult Services

Effie Lee Morris, Coordinator of  
Children's Services

David Belch, Public Relations Director  
David Murphy, Personnel Officer



SAN FRANCISCO PUBLIC LIBRARY

ANNUAL REPORT TO THE MAYOR

1975-1976

The library system consists of the Main Library, twenty-seven branches and one mediamobile. The Main Library is the central facility; it is the administrative headquarters; it provides centralized ordering, cataloging and physical preparation of books and other media for all agencies; it maintains centralized registration of borrowers and delinquent account records; it contains the research collection organized in subject departments; it is the back-up resource for the branch system. The Business Library is under its jurisdiction.

The Branch services include library service to neighborhood communities and the several outreach activities - Jail Service, Talking Books, Bookbridge, the volunteer Shut-in Service and the Whole World (Mediamobile).

MAIN LIBRARY SERVICES

Administration

The keyword here was change. First, the Mayor accepted Ernest Gaines' resignation in August 1975 and appointed Henry Miller Bowles in his place. Mr. Bowles had been active in the leadership of the Friends of the Library for many years.

A new Mayor took office in January 1976 and immediately asked for resignations of all City Commissioners. New commissioners were appointed in April 1976. Two members of the former Commission were reappointed by Mayor George Moscone. They were Edward Callanan and Marjorie Stern.

Many critical matters were brought before the new board immediately. Dr. Starr's request for a 12-month leave to complete the second volume of his book, Americans and the California Dream, was refused and he tendered his resignation to become effective July 1, 1976. A Search Committee to find and appoint a new City Librarian





rian was formed and ground rules for a nationwide search set up. An Acting City Librarian was appointed from administrative staff to fill the position for the month of July. Since August, Edwin Castagna, recently retired director of the Enoch Pratt Free Library in Baltimore has been interim director.

The position of Assistant City Librarian, defunded in the 1974-1975 budget was eliminated from the roster of budgeted positions in November 1975. Also eliminated were fourteen other formerly defunded positions that included supervisory, clerical and custodial classes. The new Commission resolved to put forth every effort to regain and reestablish the position of Assistant City Librarian.

There was the urgent need to reassess branch service hours due to emergency closings and daily staff shortages which had become impossible to cover. They were also causing an unproductive expenditure of time by branch personnel travelling between branches to cover the emergencies, not to mention the great inconvenience for the public.

Relations with the San Francisco Unified School District had been included in the "Riles Commission" report, and an answer was to be prepared by the Coordinator of Children's Services, Ms. Effie Lee Morris. Unrelated to the Riles Commission report was an earlier agreement between Dr. Kevin Starr and Superintendent Robert Alioto, the respective Library Commission and Board of Education were to appoint a Joint Task Force to lead a cooperative effort in developing basic reading skills -- a "War on Illiteracy". In our under-staffed condition both of these matters gave concern as to our ability to cooperate.

At the suggestion of Mayor Moscone, the new Commission has scheduled their meetings in the evening and is alternating them between the Main Library and the branches. It has been an effective way to allow more of the public to attend and speak of their concerns about the Library.





The administrative function of budget preparation this year was hampered by lack of trained and appropriate staff, further complicated by the serious illness of the Library's one accountant. The new Mayor took office and new committee appointments for the Board of Supervisors were made at the same time the new budgets were submitted for 1976-1977. More difficulties came as budget hearing methods were revamped. By April, the Mayor had approved a budget of \$6,404,251 an increase of \$363,510 (6%). The Library was one of only four departments to receive an increase due to the understanding by Mayor Moscone of the Library's long civic neglect. Increases were modest, but vital - increased page hours, contractual services, materials and supplies plus some equipment, which had been non-existent in our budget for eight years. By May, the Supervisor's Finance Committee had cut \$273,583 of the Mayor's recommended budget for the Library.

Important items, requested for the second year in a row, which were deleted either by the Mayor's Office or the Supervisor's Finance Committee were an automated circulation system, a book security system and compact storage shelving for the Main Library. The budget, <sup>of 1975-76</sup> was actually not finalized until late September. With one-quarter of the budget period gone, intelligent planning for the year was difficult, to say the least.

The effect of the City strikes on library service were as follows:

The police strike in August 1975 necessitated the 6:00 p.m. closing of the Main Library and curtailment of hours at several branches.

The lengthy strike of City craft workers in the Spring of 1976 necessitated curtailment of evening hours at the Main Library and reduced hours at several branches. Due to the lack of public transportation (Municipal Railway workers honored picket lines) many staff members were assigned to branches within walking distance of their homes. This changed work schedules and staffing



patterns where they would normally have worked; there was some gain, some loss in work accomplished. It did allow most branches to keep regular hours of service, and children's librarians held most of their scheduled programs. Tutorial centers, staffed by teachers, were set up at the Main and seven branches to assist public school students who could not get to high school because of the lack of transportation.

#### Main Library and the Subject Departments

The building itself for many years has presented problems of space and arrangement in relation to public services. The long controversy of the 1974-75 fiscal year over the adjacent Marshall Square site, desired for a new addition to the Main Library, brought action by the Library Commission in July 1975. The Commission resolved to seek passage of a bond issue for the building construction in the November 1976 election.

A Library Planning Committee was formed, composed of representatives of the Commission, Friends of the Library, Keep Libraries Alive and Library staff. It worked diligently on the requirements for the building program. The bond issue was to include expansion of key branches and remodeling of the present Main Library; its cost was first set at \$59,000,000, but was later reduced to \$39,000,000. Under Coordinator Griffith Stokes and Consultant Robert S. Meyer the preliminary steps were fulfilled with the City Planning Commission, and the formal request to have Marshall Square designated for Library purposes was filed with the Real Estate Department.

However, events from December 1975 on spelled doom for completion of the planning work. The Coordinator's position was lost, and funding stopped after the election of the new Mayor. In March 1976, when it was clear that a \$50,000 supplemental appropriation request would not be approved by the new administration in City Hall, plans for the bond issue campaign in 1976 were abandoned by the Library



Commission. A new target date of November 1978 was set. The Commission realized that the addition is absolutely necessary to the Library being able to give contemporary, convenient library service to the public of San Francisco. Our present Main Library building has unquestionably slowed progress. Coupled with financial undersupport it has been a near disaster.

A bright point in this fiscal year's many staffing problems has been the continuance of the CETA (Comprehensive Employment Training Act) program under federal funding. Having more than 100 employees furnished through the program, including 31 librarians, the Main Library and four branches had opened on Sundays.

These Sunday hours from 1 to 6 p.m. were continued until July 1, 1976, when there was not enough staff to keep open during the summer. The department heads of Main Library subject departments credit the CETA librarians with completing a multitude of worthwhile supplementary projects, such as inventories, cataloging of ephemera and picture files, compiling book lists, analytic cataloging for drama collections or other useful information files, all of which have improved quality of service to the public. It has also permitted increased manning of the reference desks at busy times which has enabled librarians to give increased attention to individuals seeking information services.

However, CETA gains were not made without some losses. As of July 1, 1976, when certain CETA employee's salaries went over the \$10,000 per year limitation, we lost a few very able persons in administrative assistant and librarian positions. After a strong protest on the part of the CETA librarians, with administration support a compromise was made in which the Library gave up four permanent vacant positions to cover the excess in salary for the librarians who remained.

During this year, the number of positions frozen has steadily increased, and CETA employments have become our resource to cover regular vacancies. Sheer lack of numbers in staff eventually caused the end of Sunday hours at the four branches, as well as the closing of the Main Library on Friday nights.





The Science and Documents Department carries a very heavy workload due to the difficulty and high volume of the reference questions received there. Business and law firms, and the courts do much consulting of reference and government documents. A large number of special permission loans of this material are made to these firms, 3,529 items in 1974/75 and 4,500 items in 1975/76.

The Superintendent of Documents is making more and more available to depository libraries. In one month last year we received 10,000 separate items to check-in on our records, process and shelve. We are now refusing depository items if we expect low usage, since we have no space in which to keep them organized.

Emphasis on purchasing of periodicals and government document searching tools in microform is one solution. It has alleviated space problems to some extent, but has created urgent need for more microfilm reader/printers for reading the material and making print copy.

The Business Library, a branch located in the highly developed financial district, is extremely busy throughout the day. Users find resources and data for most of their business needs, personal investment needs and job seeking needs. The branch has held seminars on the subjects of insurance, investment and job searching, which attracted people from all parts of the City. As a regional depository for the Foundation Center's microfiche files on available sources for grant funds, the library is offering a most sought after information service. The one microfiche reader is hard-pressed to meet the demands for use, and another is being sought. This branch fills the needs of the small businessman who cannot afford to maintain a special library, and still has a right to have access to the specialized directories, periodicals and government documents which we include in the collection of this branch.

The Periodical Processing Department reports that due to the incredible price increases of many periodicals some extra circulating subscriptions had to be curtailed.





Our computer-produced Union List of Periodicals was ordered by 132 Northern California libraries at \$10.00 each. It is a self-supporting publication now.

One thousand dollars in paperbacks was added to the Popular Library and many boxes of such material have been donated by the Friends during the year to help keep shelves filled in this actively used browsing section.

Literature Department, with CETA help, has begun to update and weed their foreign literature collection.

With page hours severely lowered in recent years, all departments have had to shift some clerical and retrieval work to the professional staff. A better budget in Temporary wages will be strenuously sought.

### Rare Books

This section of the Special Collections Department had a year of major growth in collection items as well as in department use and activity. With the help of very generous donors, significant acquisitions were made and added to the Harrison Calligraphy Collection, the Robert Grabhorn Collection on the History of Printing, the Typographical Collection, the Schmulowitz Collection of Wit and Humor and the Panama Canal Collection.

Richard Harrison donated original contemporary calligraphic works worth in excess of \$7,000. Theo Jung donated many original letters from outstanding world calligraphers and donations have grown steadily from other Bay Area collectors.

The Friends of the Library and several individual donors added to a portion of the funds raised in the auction sale of Special Collections Department duplicates to purchase Joseph Moxon's Mechanick Exercises, the one major reference work that had been lacking in the Grabhorn Collection.

Wilder Bentley, owner and manager of the Archetype Press in Berkeley, turned over his entire archives, part through purchase and part donation.

Norman H. Strouse started an Overbrook Press collection with a donation of thirty-three volumes. He also added two substantial gifts to the Panama Canal Collection which he founded.



Miss Kay Schmulowitz added more than thirty books to the collection her brother gave to the Library and continued paying for the collection's subscriptions to foreign humor magazines.

Physical care and organization is being improved, particularly for the manuscript materials. Acid free boxes and folders were purchased from the auction sale proceeds. Contacts with other Bay Area librarians in the field of rare books may lead to a grant application for funds to undertake binding conservation work.

Many fine exhibits were done by the department - of Valenti Angelo's full span of work; of examples of calligraphy; of items from SCOWAH. A monthly seminar on all aspects of books and fine printing has attracted up to 75 persons. Regular users of the collection include students, professors, artists, printers, writers, calligraphers, book binders, book collectors and dealers from the Bay Area. University classes in related courses as well as printing apprentices have used the materials in group sessions. There are also out-of-state visitors.

The San Francisco History Room under Gladys Hansen's direction as City Archivist is regularly working with all City Departments to uncover and accept for the History Room early records and memorabilia relating to the City's past. Important donations also have come this year from Albert Samuels, Jr. and the Hartsook Studios, both of business records and photos. The Samuels collection contains the ads written by Dashiell Hammett, who worked for the jewelry store from 1921-1923. Mayor Alioto deposited his official papers with the Library in January 1976.

This department, because of its large holdings in framed historical prints, has interested many City departments in displaying them in their executive offices: Mayor's Office, Public Utilities Commission, Visitors Center, Board of Public Works, Airport, Fire Department, Police Department, District Attorney's Office and the School Superintendent's office. Other memorabilia have also been used in this way.

The American-Italian Historical Association has chosen the department to be the recipient of all materials collected by them. The same service as was successfully



offered to the Chinese Historical Society has been extended.

The City Archivist is reaching many organizations through slide talks, lectures and tours to acquaint their members or student groups with the rich resources available in the San Francisco History Room. Included are extensive information files for research.





The Technical Services Division

Located in the Hyde Street Annex to the Main Library,<sup>it</sup> had its book purchasing function halted temporarily with the "freezing" by the Controller of all unencumbered capital accounts in all City departments. Dr. Starr's letter of protest and appearance before the Finance Committee brought release of \$100,000 and two more installments later. These allowed the Library to spend its complete book appropriation of \$650,000,

The Order Department placed orders for approximately 22,500 individual titles, many in duplicate sets for branches; it received 87,000 volumes.

The Catalog Department, the other main section of Technical Services, was and is still a participant in a State funded experiment, PLAN (Public Library Automation Network). In this two year project, the Stanford University database known as BALLOTS is being tested for different types of output useful in cataloging and subject reference work. Seven California libraries, each in a differing mode of automation or lack of it (as is the case in San Francisco Public Library) are the experimenters.

We are using the CRT terminal and printer supplied by Stanford to retrieve bibliographic information for cataloging and have completed the planning necessary to develop a profile to be used to obtain catalog cards through the computer. If successful, this would relieve our print shop of one third of its work. This part of the project should be operable in September 1976. It will be a revolutionary step for the Library department as a whole. We will be able to order catalog card sets for all branches and Main departments by keying in our requirements. They can be made from cataloging in the database already, i.e. Library of Congress MARC records, Stanford University catalog files, records from other public libraries participating in PLAN, or from our own original cataloging input. They will be received sorted by agency and in filing order. The possibilities for a shifting of duties and assignments are tremendous since filing and typing of Catalog cards will almost be elimi-





In the Catalog Department a three month backlog of books to process, and a six month backlog of cataloging could grow, or with additional student help under BALLOTS catalog card production capabilities, it could diminish in the next year. It is discouraging in every department not to have the hands to do a job, and this one keeps new books from going out to our public service departments.



### BRANCH SERVICES

For the branch library system, this year has been one of struggle to maintain open hours as scheduled. This necessitated hundreds of emergency shifts of personnel between branches, and the consequent inconvenience to public when branches were closed without notice. The Library Commission, after deliberation with the staff and receiving feedback from the neighborhoods, has approved several changes to alleviate the shortage of staff. Seven CETA personnel have been transferred from the Main Library to fill vital vacancies.

The Department of Housing and Urban Development released the San Francisco Community Development block grant, which includes \$526,000 for improvements at Bernal, Chinatown, Park and Noe Valley Branches. The funds will provide community meeting rooms for these branches. More revenue sharing funds amounting to \$9,047 were released to complete the renovation of Chinatown and Mission Branches.

The bookmobile, a 1956 vehicle, in unsafe mechanical condition and in the City Auto Repair Shop constantly the previous year, was removed from service in October 1975. A rescheduling of stops for the Whole World mediamobile has helped to cover some of the bookmobile's stops. The Branch Services division now has just one mobile unit.

#### Talking Books for the Blind

Talking Books for the Blind has increased its circulation of records 80% in one year. Three hundred users formally served by the State Library were transferred to us. It now serves a total of 826 individuals and institutions, comprised of 760 adults, 13 children and 53 institutions.

A goal of the staff has been to humanize the service by contacting many of the patrons by telephone and next year we shall have the services of three volunteers from the Friends of the Library who will personally deliver the Talking Book machines and the initial books. They will also visit in case of trouble with the machine or any other difficulty about the service. Publicity about the service has



not been stressed heavily. This is due to the inability of the section to handle more business at current staffing of one-half of a librarian's time and one library technical assistant in a space overcrowded with talking book records in mailing cases. Demonstration machines and records are in several branches, though.

### Bookbridge

A Friends-sponsored volunteer project, operates under the guidance of the librarian at Golden Gate Valley Branch. It is a pilot project for library service to homebound San Franciscans. In its second year, but still on a small scale, it has delivered 2,000 individually chosen books and periodicals to handicapped and elderly readers no longer able to come to the Library. Seventeen trained volunteers serve 32 homebound persons in the northern and western areas of the City. A waiting list of 57 has been gathered for any future service made possible in the Downtown and Mission-Excelsior districts. A formula used by the National Council for Homemaker-Home Health Aide Service, Inc. indicates that there could be 22,000 potential users of such home book delivery service in the City. Bookbridge has helped the Library to make known to more persons with poor eyesight, library services such as Talking Books and large print books.

### The Jails Project

The Jails Project was fortunate this year to have \$10,000 in grant money from The San Francisco Foundation, with which to establish a library in San Bruno Men's jail and to buy law materials and ethnic books as well as establish a resource collection getting considerable use inside the library. Several inmates from all four facilities have visited the Main Library upon their release, and for some this was their first experience in a public library. Not only is library service being extended to jail inmates but this exposure has encouraged offenders to become library users after release.

Staff members at the four jails (deputies, teachers, rehabilitation officers) now view the library staff and book collections as a resource and even offer ideas



for programs.

The Whole World Mediamobile

The Whole World Mediamobile has taken on some of the responsibilities of the discarded bookmobile. It now makes 13 free-wheeling neighborhood stops per month, 4 regular bi-weekly stops, 5 regular monthly stops, and community fairs. A senior center in the Fillmore District is the newest addition.

To increase utilization of the vehicle, we must solve the need for bi-lingual staff. Also, there is a social services information file on the Whole World which should be publicized more. If we can find the solution to both we undoubtedly will extend services to many unreached now by library service.





ADULT SERVICES

Basic library service to adults is guided by the Coordinator of Adult Services. The book and other media collections are developed to respond to various needs, e.g. branch ethnic collections including books, records, newspapers and magazines are growing steadily. Much of the selection of ethnic material is made by the branch librarian in local bookstores specializing in the various languages. A goal of the library is to reach out to all the ethnic groups of the community with materials and services they need and want. Reference resource material was strengthened last year at the Main Library by the expenditure of \$60,000 in LSCA funds from the Bay Area Reference Center federal project.

Programming of lectures, films, drama, etc. for recreation and information afford a type of adult education in which the Library now has a Citywide following. There is excellent publicity through the distribution of FREE, the monthly tabloid published by the Friends. It contains a full page calendar of events in sparkling graphic arrangement. The daily newspaper announcements and the distribution of flyers reach others. A summary of the types of programs offered follows this page. Evaluation of all programs is regularly done and many successful ones are repeated by public demand in other branches or in the Main Library meeting rooms.

Few films were acquired this year. The book and materials budget had remained the same as the year before with inflation destroying much of the buying power. A-V materials were cut consequently.



OFFICE OF ADULT SERVICES  
PROGRAM STATISTICS  
SUMMARY

|                                      | <u>NO.</u> | <u>ATTENDANCE</u> |
|--------------------------------------|------------|-------------------|
| Film Programs                        | 442        | 13,520            |
| Lecture/Demonstrations               | 125        | 5,920             |
| Theatre                              | 33         | 1,148             |
| Poetry                               | 32         | 932               |
| Music                                | 58         | 2,959             |
| Dance                                | 6          | 451               |
| Craft Workshop                       | 8          | 307               |
| Receptions (Art)                     | 4          | 440               |
| Video Programs                       | 15         | 664               |
| Young Adult Film Festival            | 1          | 175               |
| Young Adult Chess Tournament         | 5          | 28                |
| Black History Week                   | 19         | 645               |
| Chinese New Year's Celebration       | 1          | 100               |
| Chinese Chess Workshop               | 5          | 179               |
| Noe Valley Celebration               | 1          | 250               |
| Western Addition Bicentennial        | 1          | 40                |
| Potrero Hill Artists' Show Reception | <u>1</u>   | <u>300</u>        |
|                                      | 603        | 28,058            |
| Whole/World Mediamobile              | <u>154</u> | <u>3,093</u>      |
|                                      | 757        | 31,151            |
| American Issues Programs             | 154        | 9,489             |
| TOTAL LIBRARY PROGRAMS               | 910        |                   |
| TOTAL ATTENDANCE                     | 40,640     |                   |



1975-76 Program Statistics

|                            | Regular Programming |              | American Issues Programming |       |
|----------------------------|---------------------|--------------|-----------------------------|-------|
| TOTALS                     | 603                 | 28,058       | 154                         | 9,489 |
| Mediamobile Film Programs  | <u>154</u>          | <u>3,277</u> | —                           | —     |
|                            | 757                 | 31,151       | 154                         | 9,489 |
| <br>TOTAL LIBRARY PROGRAMS | 910                 |              |                             |       |
| <br>TOTAL ATTENDANCE       | 40,640              |              |                             |       |



CHILDREN'S SERVICES

The right to first class library service for children is strongly defended by the Coordinator of Children's Services, Ms. Effie Lee Morris, and the children's librarians as a group.

Priority is given to the pre-school age child and his/her parents. "Parenting" reference collections are in every branch and the Children's Room, Main Library. The summary of activities that follows specifically shows nursery school visits and pre-school story hours and film programs.

Development of book collections and programming events to meet the specific needs of individual groups in a multi-ethnic city is another priority.

Development of staff and evaluating of the collections are on-going tasks.

The 13th Annual Summer Reading Program was "Great San Francisco Reading", in which children reported on a library experience of their choice. Preschoolers could tell of looking at a picture book, listening to a story, or seeing a film at the library.

Dial-a-story remained available on a 24 hour basis all year through a donation by Frederick Furth. The Early Childhood Project of which it was a part ended December 31, 1975.

The reduced book budget, due to a reduction made by the City Librarian lowering the juvenile share from 25% to 17%, coupled with inflated book prices are having long range effects on the development of media collections and the buying of replacement titles for the children's book collection.





OFFICE OF CHILDREN'S SERVICES  
1975 - 1976 PROGRAM STATISTICS

(Children's Room, 26 branches, Bookmobile, Early Childhood Project)

| <u>STORY HOURS</u> | <u>GROUPS</u> | <u>ATTENDANCE</u> |
|--------------------|---------------|-------------------|
| Pre-School         | 1,149         | 8,138             |
| Regular            | 49            | 753               |

|                     |                |     |
|---------------------|----------------|-----|
| <u>PUPPET SHOWS</u> | 7 performances | 535 |
|---------------------|----------------|-----|

| <u>MEDIA PROGRAMS</u> | <u>PROGRAMS</u> | <u>FILMS</u> | <u>FILMSTRIPS</u> |       |
|-----------------------|-----------------|--------------|-------------------|-------|
| Pre-School            | 188             | 374          | 39                | 7,122 |
| Regular               | 122             | 336          | 23                | 3,232 |

|                         |     |       |
|-------------------------|-----|-------|
| <u>SPECIAL PROGRAMS</u> | 149 | 3,857 |
|-------------------------|-----|-------|

|                      |     |       |
|----------------------|-----|-------|
| <u>READING ALOUD</u> | 334 | 1,322 |
|----------------------|-----|-------|

| <u>COMMUNITY ACTIVITIES</u> | <u>VISITS</u> |       |
|-----------------------------|---------------|-------|
|                             | 78            | 1,846 |

| <u>VISITS TO</u> |     |        |
|------------------|-----|--------|
| Nursery Schools  | 183 | 1,653  |
| Classes          | 138 | 20,840 |

| <u>VISITS FROM</u> |     |      |
|--------------------|-----|------|
| Nursery Schools    | 424 | 424* |
| Classes            | 475 | 484  |

\*includes 43 film programs  
and 4 filmstrip programs

| <u>SUMMER READING</u> | <u>ENROLLED</u> | <u>COMPLETED</u> |
|-----------------------|-----------------|------------------|
|                       | 1,364           | 939              |

Dial-A- Story 24 hours a day for 12 months.

TOTAL

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63,898



## BAY AREA REFERENCE CENTER (BARC) FY 1975/6

Purpose: BARC is one of two Regional Resource Centers in California. It provides answers to complex reference inquiries within a reasonable period of time for 84 public libraries in 46 Northern California counties, including San Francisco City and County, and for 108 other than public libraries in San Francisco. With the resources of SFPL and other California libraries, and with the use of the teletype and telephone network which includes libraries and information centers all over the nation, even the smallest library can offer its patrons access to the resources of larger libraries. In addition to its reference function, it has a publishing program, and also offers continuing education in the form of major subject workshops for librarians and also smaller field workshops on basic reference techniques.

Funding: Completely funded by Federal Government (LSCA Title I) since 1967. Budget approximately \$275,000. (Since 1967, expenditures \$1,381,000+.)

Employees: 14 (1 Librarian III; 5 Librarians II; 5 Librarians I; 1 Library Technician II; 1 Library Technician I; 1 Clerk Typist).

Objectives 1975/6

1. To increase the total number of reference questions referred from all types of libraries. (Objective met: Increase of 9% - 1974/5 - 3,465; 1975/6 - 3,770.)
2. To maintain a high percentage of satisfactory answers. (Objective met: Patron survey in April 1976 revealed 88% satisfactory answers.)
3. To increase cooperation and information sharing among SFPL, BARC and non-public libraries in San Francisco. (Objective met: 108 special libraries now receive BARC services and, in turn, provide reference backup for BARC. Survey of special librarians satisfaction in December - 78% return - all satisfied.)
4. To cooperate and share information with the libraries at UC Berkeley in a formal manner. (Objective not met; funds have been received, but contract has not been signed by San Francisco City Hall officials.)

[Note: Tasks performed by staff to meet above objectives are listed in Quarterly Reports forwarded to the State Library.]

Other Statistics:

1. Workshop on the Bicentennial - 2 days, 241 attendees.  
Workshop on How To Give Workshops - 4 days, 160 attendees.
2. 17 Field Workshops, including 2 tours of SFPL.
3. Publications: 19 issues of Update (lists turnover in office holders on the international, national and local levels); 12 issues of BARC Notes (contains reference questions, announcements, a selection of book orders, reference news, etc.); various bibliographies, source lists and proceedings for workshops.



CALIFORNIA VIDEO RESOURCE PROJECT

Federal Library Services and Construction Act funds of \$72,216 supported the services of the California Video Resource Project (CVRP), a department of the Main Library. In addition to providing cable television and video information to the two hundred public libraries in California, the CVRP produced eight hours of video programming in cooperation with various city agencies, published a bi-monthly newsletter, CVRP Patch Panel, provided video programs attended by 3,591 people, and offered video and cable consultancy services to thirty-two city agencies and officials.

FRIENDS OF THE SAN FRANCISCO PUBLIC LIBRARY

It has been a year of great achievement for the Friends of the San Francisco Public Library. Friends' involvement ranged from the opening of a new library in the San Bruno Jail and neighborhood bicentennial celebrations to planning for a new Main Library on Marshall Square.

Continued encouragement for Library staff members to pursue advanced studies in library education is done by scholarship awards. The Friends also fund branch programs and the new library at the San Bruno Jail, stocked by a grant to the Friends from The San Francisco Foundation, was opened.

Besides publishing "Free", the Friends were responsible for the car card advertising poster "Meet me at the San Francisco Public Library". This showed a large group of persons each with the face of a famous author, but in contemporary dress. A TV publicity cartoon has been made from it also.

The volunteer workers make a contribution to the Library by manning The Information Desk; delivering books for Bookbridge; introducing Talking Books to new users; working on the Art Department ephemera and picture files; and conduct the Annual Book Sale. Our thanks to all who are sponsors, members and workers for the Friends.





SAN FRANCISCO PUBLIC LIBRARY  
ANNUAL REPORT 1975-1976  
STATISTICS ON WORK OUTPUT

VOLUMES IN LIBRARY (Cataloged)

|                          | <u>1972/73</u> | <u>1973/74</u> | <u>1974/75</u> | <u>1975/76</u> |
|--------------------------|----------------|----------------|----------------|----------------|
| Vols. Added Per Year     | 97,488         | 87,846         | 102,580        | 85,557         |
| Vols. Withdrawn Per Year | 51,403         | 50,561         | 48,150         | 32,389         |
| Vols. In Main Library    | 819,585        | 847,077        | 890,290        | 923,525        |
| " " % of Total           | 56.7%          | 57%            | 58%            | 58.4%          |
| Total Vols. in Library   | 1,443,848      | 1,481,133      | 1,535,563      | 1,581,115      |

MATERIALS CIRCULATED (Includes books, magazines, records, paperbacks, artprints)

|                   |           |           |           |           |
|-------------------|-----------|-----------|-----------|-----------|
| Main Library      | 949,907   | 868,195   | 882,006   | 799,234   |
| Main % of Total   | 29.7%     | 28%       | 28%       | 27%       |
| Branches          | 2,245,568 | 2,213,931 | 2,229,181 | 2,146,024 |
| Branch % of Total | 70.3%     | 72%       | 72%       | 73%       |
| Total Circulation | 3,195,475 | 3,082,126 | 3,111,187 | 2,945,258 |

PAPERBACKS ADDED TO BRANCH COLLECTIONS  
(Uncataloged)

|  |        |        |        |        |
|--|--------|--------|--------|--------|
|  | 34,361 | 52,680 | 28,284 | 17,418 |
|--|--------|--------|--------|--------|

NON-BOOK MATERIALS IN LIBRARY

|   |                         |         |              |
|---|-------------------------|---------|--------------|
| Periodicals (titles, not subscriptions) | 7,853                   | 7,701   | 7,862        |
| Microforms (fiche, film, microcard)     | 192,486                 | 342,371 | 382,771 est. |
| Films, 16mm                             | 470                     | 483     | 526          |
| Films, 8mm                              |                         | 10      | 10           |
| Videotapes                              | 101                     | 154     | 206          |
| Records                                 | no available statistics |         |              |

OUTREACH SERVICES CIRCULATION

|   |        |        |
|---|--------|--------|
| Talking Books   | 14,395 | 25,937 |
| Whole World Mediamobile   | 12,517 | 7,790  |
| Bookmobile (service discontinued 10/75)                             | 11,319 | 1,167  |
| Bookbridge (shut-in service)  |        | 2,000  |
| Jails Project - (1975/76) 4,602 requests; 3,963 filled = 86% filled |        |        |

PROGRAMMING

|                            |        |        |
|----------------------------|--------|--------|
| Adult Programs/Visits      | 826    | 910    |
| Adult Attendance           | 39,606 | 40,640 |
| Children's Programs/Visits | 3,510  | 3,289  |
| Children's Attendance      | 56,618 | 63,898 |





# APPENDIX II

## SAN FRANCISCO PUBLIC LIBRARY

### STATEMENT OF BUDGET AND EXPENDITURE

FISCAL YEAR 1975-76

|                                    | APPROPRIATED<br>TRANSFER | EXPENDED    | BALANCE   |
|------------------------------------|--------------------------|-------------|-----------|
| Permanent Salaries                 | \$2,887,218              | \$2,834,446 | \$ 52,772 |
| Overtime Salaries                  | 800                      | 774         | 26        |
| Compensation In Lieu of Sick Leave | 5,616                    | 5,204       | 412       |
| Temporary Salaries                 | 800                      |             | 800       |
| Wages - Permanent                  | 358,953                  | 318,003     | 40,950    |
| Wages - Temporary                  | 348,200                  | 342,132     | 6,068     |
| Wages - Library Annex              | 32,934                   | 32,724      | 210       |
| Contractual Services               | 244,040                  | 243,140     | 900       |
| Repair of Auto Equipment           | 3,500                    | 3,500       |           |
| Bookbinding                        | 30,000                   | 30,000      |           |
| Subscription                       | 138,150                  | 138,061     | 89        |
| Material & Supplies                | 76,432                   | 75,860      | 572       |
| Library & Reference Books          | 650,000                  | 649,500     | 500       |
| Fixed Charges                      | 72,163                   | 65,766      | 6,397     |
| Mandatory Fringe Benefits          | 849,911                  | 770,058     | 79,853    |
| Services of Other Departments      | 97,233                   | 66,902      | 30,331    |
| Maint. & Repair of Building        | 66,868                   | 52,147      | 14,721    |
| TOTAL                              | \$5,862,818              | \$5,628,217 | \$234,601 |



# APPENDIX III

## COMPARISON OF REVENUES WITH REVENUES ESTIMATED IN BUDGET OF 1975-76

|                      | Estimates<br>Revenue<br><u>1975-76</u> | Actual<br>Revenue<br><u>1975-76</u> |
|----------------------|--|-------------------------------------|
| Books Paid           | \$ 6,000                               | \$ 10,862                           |
| Fines                | 56,000                                 | 56,248                              |
| Reserve Postals Sold | 3,000                                  | 4,186                               |
| Miscellaneous Income | 15,000                                 | 26,125                              |
| Rent - Library Annex | 10,000                                 | 7,000                               |
|                      | <u>          </u>                      | <u>          </u>                   |
| Total Revenues       | <u>\$90,000</u>                        | <u>\$104,421</u>                    |



SAN FRANCISCO PUBLIC LIBRARY

MAINTENANCE & REPAIR OF BUILDING, REPLACEMENT & IMPROVEMENTS

1975-76

The Library Department, during fiscal year 1975-76 was appropriated \$66,868 for Maintenance and Repair of Building. This covers maintenance of the Main Library and twenty-seven branch libraries. It consisted of maintaining three elevators, miscellaneous and unforeseen repairs and jobs under \$5,000. They are: painting, masonry repair, roof drain replacement, water pipe installation, roof repair, repair benches and charging desk and repairing doors and floors.

The department has not received funds for Replacement and Reconstruction nor any Improvements this year.















